

2014 - 2020 Interreg V-A

Italy - Croatia CBC Programme

Call for proposal 2017 Standard - MADE IN-LAND

Priority Axis: Environment and cultural heritage

Version date: 28/01/2019 17.38.37

To the Managing Authority of the
Italy-Croatia CBC Programme

A - Application data

Specific objective	3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Application ID	10048184
Submission date	
Registration number	
Registration date	
Id request	10175661

I, the undersigned PELLEI ANDREA, acting on behalf of the lead applicant of the project proposal MADE IN-LAND, submit the corresponding application

I declare the information provided is true and complete and I am aware that in case of approval of the project proposal, it shall be treated as invalid from the outset in case of intentional false declaration.

B - Lead Applicant data

The lead applicant is	IT
Personal tax number	80008630420
Type of body	Public / Body governed by public law
Implementing Unit	NATIONAL AND EU PROGRAMMING UNIT- MANAGING AUTHORITY FOR ERDF AND ESF ROP
VAT exempted	No
VAT number	00481070423
Name	REGIONE MARCHE
Name in english	MARCHE REGION
Legal form	Region
Classification of economic activity	General public administration activities

Exempted from chamber of commerce registration	Yes
Registered in chamber of commerce special section	
Chamber of commerce registration place	
Chamber of commerce registration number	
Chamber of commerce registration date	
Economic administrative index number (REA)	
REA registration date	
Country	ITALY
Municipality	ANCONA
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Lead applicant - other data	
If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E - CIPE Resolution 10/2015).
Is VAT recoverable?	No
Details on VAT recovery	The organisation is not entitled to recover VAT
Competence	The pj implementing unit is the Managing Authority of ERDF and ESF within Regional Government and, therefore, the implementation of the related communication and evaluation plans, support and consultancy services, certification, auditing and first level control, implementation of ITI, coordination of the different actors for euro projecting. It represents the Marche Region within the Technical Committee for the National Strategy for Inland Areas (Presidency of the Council of Ministers) and it is in the charge for the application of the strategy in the 3 regional pilot areas through the cross application of ERDF, ESF, EAFRD ROP together with national funds. It has signed protocols with the local bodies for jointly developing research pj and valorisation of the pilot areas, identification and testing of innovative services for cultural and natural protection and valorisation, networking of local stakeholders, territorial promotion, monitoring and management of data.
Organisational structure and resources	As regional Managing Authority for ERDF and ESF, the department includes 5 offices: Certification and Payment Authority; Accounting/Financial/Physical Monitoring of ESF and ERDF ROP and EU Projects Accounting Office; Implementation of ESF ROP; Community Projects and EU Transnational Networks; Implementation of ERDF ROP. The staff has a long experience in the management of EU pjs, both as LP and PP, and it will be further supported by the EU projects technical service (Camera Work srl) in the coordination of the partnership and pj impl. to guarantee a smooth management. As member of the Technical Committee for the SNAI, it can count on the Presidency of the Council of Ministers and the MiBACT - Italian Ministry of Cultural Heritage and Activities and Tourism for the revision and adoption of the National Strategy for Inland Areas. As signatory of the protocols for the application of the SNAI, it can rely on stakeholders resources for Local Committees and pilot actions implementation.

Expertise in EU/International projects	<p>The department has being involved, both as LP and PP, in several EU projects. The most recent and important ones are:</p> <ul style="list-style-type: none"> •TRAM (Interreg Europe) – it is designed to strengthen the urban dimension of regional and local policymaking, contributing to the implementation of EU Transport White Paper, Urban Agenda and the EU 2020 strategy and facilitating the shift to low carbon economy; •ClusterPolisee (SEE 2007-2013) - pj main objective was to enhance the capacity of regional policy makers to confront, prevent and anticipate changes through the development of a smart specialization strategy for cluster improvement; •PASE (Interreg IVC) – it aimed at enforcing the effectiveness of the regional public policies in promoting and supporting social entrepreneurship as an asset for local economic develop. and territorial competitiveness. <p>It is member of several EU networks, such as ESFCoNet and EER, and president of the Commission for Institutional Affair of the Adriatic Ionian Macroregion</p>
Benefits on participation	<p>The benefits on pj participation for the Department are:</p> <ul style="list-style-type: none"> •upgrading of regional planning instruments related to the national strategy for internal areas; •development of innovative models and tools for the management of fragile landscapes trough integrated and CB multi-sectorial policies; •enhancement of the preservation and promotion of cultural and natural heritage of the internal area trough sustainable tourism initiatives and cooperation with costal zones; •strengthening of the local communities involvement in the safeguard and empowerment of local /cultural assets also in application of SNAI regional protocols for the development of stakeholders networks; •development of an innovative method and tools for the monitoring and management of data on inland areas and valorisation/protection of their assets; •improved cross border cooperation in the field and harmonisation of regional strategies and tools for the sustainable development of functionally connected areas

Department	
Department Name	NATIONAL AND EU PROGRAMMING UNIT- MANAGING AUTHORITY FOR ERDF AND ESF ROP
Country	ITALY
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CUU code	2DM3CR

C - Legal representative

The legal representative is	IT
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Gender	M
Date of birth	15/03/1966
Country of birth	ITALY
Place of birth (municipality)	PESARO
Place of birth (province)	PESARO E URBINO
Country of residence	ITALY
Municipality	ANCONA
Province	ANCONA
Town	
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D - Person in charge of signature

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Last name	PELLEI
First name	ANDREA
Role	HEAD OF BUDGET AND NATIONAL AND COMMUNITY

E - Partners

Partner : UNIVERSITA' DEGLI STUDI DI CAMERINO

The partner is	IT
Project partner number	1
Tax number	81001910439
Type of body	Public / Body governed by public law
Implementing Unit	SCHOOL OF ARCHITECTURE AND DESIGN - SAAD
VAT exempted	No
VAT number	00291660439
Name	UNIVERSITA' DEGLI STUDI DI CAMERINO
Name in english	UNIVERSITY OF CAMERINO
Legal form	Public University
Classification of economic activity	85.42 - Tertiary education
Exempted from chamber of commerce registration	Yes
Registered in chamber of commerce special section	
Chamber of commerce registration place	
Chamber of commerce registration number	
Chamber of commerce registration date	
Economic administrative index number (REA)	150080
REA registration date	30/11/2000
Country of the Legal Seat	ITALY
Municipality	CAMERINO
Town	CAMERINO
ZIP code	62032
Province/County	MACERATA
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Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E - CIPE Resolution 10/2015).
Is VAT recoverable?	No
Details on VAT recovery	The VAT is not recoverable.

Competence	<p>The University of Camerino carries out interdisciplinary research and projects, specifically concerned with landscape, environment, cultural heritage and local resources. It provides scientific support on environmental issues and spatial planning to the Italian Ministry of Environment, Land and Sea, and to the Ministry of Cultural Heritage and Activities and Tourism (especially in the fields of physical planning, decision-making support, local resources management and development of sensitive and marginal areas).</p> <p>In particular, the School of Architecture and Design carries out research and training activities for the assessment of sustainability and resilience of urban systems and for the evaluation of the quality of life in and around cities. It has been developing decision support systems for policy-makers and planners in charge of territorial management and planning, especially for the improvement of regional attractiveness in terms of touristic development of inland areas.</p>
Organisational structure and resources	<p>The University of Camerino, founded in 1336 and State University since 1958, features about 600 staff, 7.000 undergraduate students and 180 PhD candidates, 40% of which foreigners. First among universities up to 10.000 students (CENSIS – National socio-economic institute – 2016/17), UNICAM has a strong commitment to doctoral training, internationalisation and cooperation with industries and local authorities. According to HEInnovate (self-assessment tool ideated by EU Commission and OECD), it is one of the leading Italian universities in pursuing the Third Mission, by promoting Communities Engagement, developing strategies to support young entrepreneurship and working with local industries. In the heart of Marche Region (with few branches on the coast), UNICAM is composed of 5 academic Schools (Architecture & Design, Law, Biosciences & Veterinary Medicine, Medicine & Health Sciences, Science & Technology), an International School of Advanced Studies and 6 Schools of Specialisation.</p>
Expertise in EU/International projects	<p>UNICAM has a 20-year experience in EU/international projects, with partners such as public bodies, national education agencies, universities, research centres and private organizations. Its IILO (International & Industrial Liaison Office) provides project financial management and supports researchers in the work-plan management of cooperation projects. In particular, SAAD has been recently involved in the followings:</p> <ul style="list-style-type: none"> - LinkPAs: Linking networks of protected areas to territorial development (ESPON EGTC); - SMART-U-GREEN: Governing conflicting perspectives on transformations in the urban-rural continuum. (JPI Urban Europe ERA-NET Co-fund Smart Urban Futures); - QLand-QLife: Quality of Landscape & Quality of Life in Adriatic Sustainable City (MIUR-UNICAM); - ACCESS2MOUNTAIN: Sustainable Mobility & Tourism in Sensitive Areas of the Alps & the Carpathians (INTERREG SEE Transnational Cooperation Programme); - SUN LIFE: Strategy for Natura 2000 Network in Umbria Region (EU LIFE+ 2013).
Benefits on participation	<p>Strengthening international cooperation and networking in the Adriatic area can lead to positive and proactive synergies among local authorities, institutions and universities. Participating in the project represents an opportunity to develop further collaborations in an area on which UNICAM has been working for years on the themes of environmental, landscape and spatial planning, promotion of cultural heritage, regional development. The cooperation will enable UNICAM to exchange knowledge and expertise in order to turn basic research into applied one. The aim is to define strategies and methodologies for the improvement of decision-making and planning processes, people's quality of life, local resources management and tourism. By this cooperation, the project will explore opportunities for various communities, practitioners and stakeholders, through a timely involvement and dialogue designed to explore, foster and encourage local initiatives, and to turn them into feasible options.</p>

Partner - Legal representative

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Last name	
First name	
Role	

Partner seat of operations	
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Country	ITALY
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : SOPRINTENDENZA ARCHEOLOGIA BELLE ARTI E PAESAGGIO DELLE MARCHE

The partner is	IT
Project partner number	2
Tax number	80000650426
Type of body	Public / Body governed by public law
Implementing Unit	ARCHAEOLOGICAL HERITAGE UNIT
VAT exempted	No
VAT number	80000650426
Name	SOPRINTENDENZA ARCHEOLOGIA BELLE ARTI E PAESAGGIO DELLE MARCHE
Name in english	SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION
Legal form	Other Public body
Classification of economic activity	84.12 - Regulation of the activities of providing health care, education, cultural
Exempted from chamber of commerce registration	Yes
Registered in chamber of commerce special section	
Chamber of commerce registration place	
Chamber of commerce registration number	
Chamber of commerce registration date	
Economic administrative index number (REA)	
REA registration date	
Country of the Legal Seat	ITALY
Municipality	ANCONA
Town	ANCONA
ZIP code	60121
Province/County	ANCONA
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Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E - CIPE Resolution 10/2015
Is VAT recoverable?	No
Details on VAT recovery	The organisation is not entitled to recover VAT

Competence	<p>It ensures the protection of the cultural heritage in the territory. In particular:</p> <ul style="list-style-type: none"> •carries out the functions of cataloging and protection, on the basis of the programs defined by the DG; •carries out research on cultural and landscaping goods; •proposes to the DG for Education and Research initiatives for dissemination, education, research in the field and collaborates to the training activities. <p>The implementing unit has the following specific competencies:</p> <ul style="list-style-type: none"> •control/verification of any activity in a restricted area affecting the subsoil; •execution of excavations and archaeological surveys for scientific purposes; •maintenance, preservation and restoration of monuments, works of art and antique artefacts; •management of archaeological areas and museums; •intervention on planning activities of the local authorities; •studying and preservation of patrimony from digging and archaeological investigations •knowledge dissemination and educational activities
Organisational structure and resources	<p>The Superintendence is divided into 7 functional areas: Organization and personnel; Archaeological heritage, historical and artistic heritage; Architectural heritage; Demoetnoanthropological heritage; Landscape; Education and research. Its staff has specific knowledge and skills for the technical activities belonging to the conservation and valorisation of cultural assets since they are highly trained and experienced in the field: they are in charge for the control of activities in restricted areas, the execution of excavations and scientific surveys, the maintenance, preservation and restoration of monuments, works of art and antique artefacts and specific knowledge dissemination. It has also the resources for addressing planning activities (drafting of regulatory plans, landscape plans, etc.) of local authorities and the activation of specific plans for protection and valorisation of cultural assets. It is fully equipped for organization of exhibitions and conferences on pj topics.</p>
Expertise in EU/International projects	<p>The Archaeological Unit, directly involved in the project, has been recently structured as part of the Superintendence Archeology Fine arts and Landscape: this is the reason why it hasn't a specific expertise in International projects.</p>
Benefits on participation	<p>The regional inland areas were seriously affected by the earthquake in 2016, which seriously damaged the cultural heritage and the tourism potential connected with it. A strategy for re-launching the territory needs to be rethought, even through the comparison with other European territories, and MADE IN-LAND gives a great opportunity for drafting a new action plan for the valorisation and protection of internal cultural assets also considering the actual needs of such areas. Moreover, the pj will benefit the Superintendence with a new innovative methods, data and information about the regional cultural heritage and the related governance framework for its protection and promotion with evidence of the results achieved from the previous investments and a roadmap for next ones. Finally, MADE IN-LAND represents a valuable resource for enhancing the capacity of the Superintendence for networking both at local and CB level.</p>

Partner - Legal representative

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Personal tax number	
Last name	
First name	
Role	

Partner seat of operations	
Department Name	
Country	ITALY
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : COMUNE DI SAN LEO

The partner is	IT
Project partner number	3
Tax number	00315680413
Type of body	Public / Body governed by public law
Implementing Unit	
VAT exempted	No
VAT number	00315680413
Name	COMUNE DI SAN LEO
Name in english	MUNICIPALITY OF SAN LEO
Legal form	Municipality
Classification of economic activity	84.11 - General public administration activities
Exempted from chamber of commerce registration	Yes
Registered in chamber of commerce special section	
Chamber of commerce registration place	
Chamber of commerce registration number	
Chamber of commerce registration date	
Economic administrative index number (REA)	
REA registration date	
Country of the Legal Seat	ITALY
Municipality	RIMINI
Town	SAN LEO
ZIP code	47865
Province/County	RIMINI
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Fax	
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Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E - CIPE Resolution 10/2015)
Is VAT recoverable?	No
Details on VAT recovery	The Municipality is not entitled to recover VAT

Competence	San Leo is a small city (3,000 inhabitants) in the Province of Rimini (Emilia-Romagna). San Leo, known in the past as Montefeltro, is located in the Val Marecchia about 583 mt. above the sea and rises on a rhomboidal limestone and sandstone rock of about 480.000 square mt. which provides a landscape and natural heritage of high interest. Therefore, San Leo is one of the reference points for the integrated promotion of the area. The territorial marketing policies are based on the concept of dissemination of environmental quality and the culinary excellence of the territory. San Leo, being a tourist destination of international importance (about 500,000 visitors/year), is a permanent promotional showcase for the "hamper" of local products. About 10 commercial establishments (restaurants & hotels), characterizing the medieval historic center, have remained intact and unchanged, offering only the best local food and wine production, with particular attention to "bio" source.
Organisational structure and resources	San Leo is a small city (3,000 inhabitants). The staff of the Municipality of San Leo is made by: 1 City Manager, 1 Vice-City Manager, 6 person responsible for the technical management, 3 responsible for the financial management and 44 person for the general affairs. They have experience and skills for EU pj management and administration as well as for implementing activities concerning the valorisation and promotion of the territory due to the specific characteristics of the Municipality which is a high interest and touristic point. It is fully equipped for pj management and for hosting pj meetings and events. The Municipality has a long experience in the organization of cultural events and exhibition with more than 30 public events are organized by the local administration each year. San Leo is one of 36 municipalities that are part of LAG Montefeltro Leader which provides the Municipality with all the resources for a larger community involvement and pj results transferring.
Expertise in EU/International projects	The Municipality of San Leo has already participated to EU and international projects and gained specific expertise. The most important ones are: •EUROPE FOR CITIZENS 2014-2020 - Lead Partner of the Project CENTRE – Creating a European Network of Bio-Districts to achieve a True Territorial Renaissance (558770-CITIZ-1-2014-2-IT-CITIZ-NT) •EUROPE FOR CITIZENS 2007-2013 - Lead Partner of the Project "ORG.EU – Organic production and consumption – an important step towards being a responsible EU citizen" (535519-EFC-1-2012-2-IT-EFC-NTT); •INTERREG III Adriatic Cross Border Cooperation 2007-2013 - Project partner of "The Adriatic Organic Farming - Bioadria (LP - Associazione Terre dell'Adriatico - Marche, Italy)
Benefits on participation	San Leo is tourist destination of international importance where the small town, characterized by important cultural assets, is managed as a permanent showcase for the "hamper" of local products. Therefore, one of the benefits from the participation to MADE IN-LAND is the opportunity to develop a virtual eco-museum which compels the physical features of the town while improving the virtual accessibility of the area. This last aspect as well as the development and application of a strategy for the promotion of inland areas in synergy with coastal ones is an important chance for the Municipality to address accessibility issues, considering that San Leo is located just 35 km southwest of Rimini on a huge boulder around impassable and accessible by a single road cut into the rock, and territorial valorisation since San Leo places itself as an important point of reference for integrated promotion of the related inland's cultural and natural resources.

Partner - Legal representative

The legal representative is	IT
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Partner - Person in charge of signature (only if different from legal representative)

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Personal tax number	
Last name	
First name	
Role	

Partner seat of operations	
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Country	ITALY
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : COMUNE DI RICCIA

The partner is	IT
Project partner number	4
Tax number	00075910703
Type of body	Public / Body governed by public law
Implementing Unit	
VAT exempted	No
VAT number	00075910703
Name	COMUNE DI RICCIA
Name in english	MUNICIPALITY OF RICCIA
Legal form	Municipality
Classification of economic activity	84.11 - General public administration activities
Exempted from chamber of commerce registration	No
Registered in chamber of commerce special section	
Chamber of commerce registration place	CAMPOBASSO
Chamber of commerce registration number	75910703
Chamber of commerce registration date	09/06/2009
Economic administrative index number (REA)	58472
REA registration date	03/09/1973
Country of the Legal Seat	ITALY
Municipality	RICCIA
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Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E. - CIPE Resolution 10/2015)
Is VAT recoverable?	No
Details on VAT recovery	The Municipality is not entitled to recover VAT

Competence	In the framework of the Italian National Strategy for the Inland Areas 2014-2020, RICCIA is located in the Fortore area, addressed as one of the 4 pilot area in Molise. RICCIA is the LP of the Social Plan of an area which includes 24 municipalities (all addressed by the Strategy) and it is in charge of the promotion of the public welfare also through the improvement of tourism opportunities. RICCIA is hardly working for the implementation of a new tourism proposal health care and social tourism oriented, in order to characterize and qualify the territory of Molise - Fortore as districts of wellness, in order to face the challenges of inland areas, which mainly consists of aging population, demographic decrease and gradual marginalization. The revaluation of cultural and natural resources through a smart promotion strategy is a main objective to promote the territory concerned and Molise Region, which includes a high number of cultural and natural sites usually abandoned and decadent.
Organisational structure and resources	A priority for Riccia is to promote the EU Cooperation to fight the marginalization of rural areas. The promotion of EU cooperation is supported by the Cooperation Department which hosts a high level professional staff in the field of EU policies, project design and manag.; the Mayor is also an expert of EU policies and a member of the Committee of the Regions. The Cooperation department is supported by the Administrative office in the preparation and administrative manag. of EU pjs. RICCIA has internal and external resources with specific expertise in the pj field who will give a strong contribution to the pj impl. RICCIA is quite equipped to manage the pj also in terms of locals and transportation services. As beneficiary of the National Strategy for Internal Areas and LP of the social plan for Fortore area, it could give a strong contribution by enhancing the protection and valorisation of natural and cultural capital of inland areas as leverage for sustainable territorial develop.
Expertise in EU/International projects	Riccias has a meaningful experience with EU pjs mainly in the field of sustainable tourism. RICCIA has been PP of "Europe Without Barriers" – EWB financed by the EU Commission through the call "design, implementation, promotion and marketing of accessible tourism itineraries (ref. 102/G/ENT/PPA/13/511) lunched in October 2013. Main objective of the EWB project is the creation of a network of organizations able to design, implement and promote accessible itineraries, keeping in mind the requirements of people with specific access needs. RICCIA has been also PP of "The future of the rural economy in Europe" financed of the Europe for Citizens programme and started in 2014. The project aims at the revaluation of rural areas in Europe through the protection of the environment and the development of tourism and culture. Due to the EU projects addressed above, and thanks to other relevant experiences of the staff involved, it has acquired the necessary capacity to manage a CB cooperation pj.
Benefits on participation	The Municipality of RICCIA and the whole inland area of the Molise Region will strongly benefit from participating in the MADE IN-LAND project. Specifically, by implementing project's activities the accessibility of local cultural and natural heritage sites will be improved; the number of tourists and of touristic markets will increase in the area of Molise; the inland resources will be revaluated with the safeguard and empowerment of local communities as custodian of natural/cultural assets; new jobs and citizenship opportunities will be developed; the conservation and protection of the inland landscape will be more protected and preserved; the interconnection and the functionalities between hinterland areas and coastal areas will be supported also by public and private investments. Finally, what RICCIA expects from the project is that it will contribute to fight the demographic decrease which is a crucial issue in the internal area of Fortore and Molise.

Partner - Legal representative

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First name	
Role	

Partner seat of operations	
Department Name	
Country	ITALY
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : MOLISE VERSO IL 2000

The partner is	IT
Project partner number	5
Tax number	00875480709
Type of body	Public / Body governed by public law
Implementing Unit	
VAT exempted	No
VAT number	00875480709
Name	MOLISE VERSO IL 2000
Name in english	MOLISE TOWARDS IL 2000
Legal form	Consortium company
Classification of economic activity	82.99 - Other business support service activities n.e.c.
Exempted from chamber of commerce registration	No
Registered in chamber of commerce special section	
Chamber of commerce registration place	CAMPOBASSO
Chamber of commerce registration number	84975
Chamber of commerce registration date	09/09/1994
Economic administrative index number (REA)	84975
REA registration date	19/02/1996
Country of the Legal Seat	ITALY
Municipality	CAMPOBASSO
Town	CAMPOBASSO
ZIP code	86100
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Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public governed by public law (Directive 2014/24/EU)
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E - CIPE Resolution 10/2015).
Is VAT recoverable?	No
Details on VAT recovery	The organisation is not entitled to recover VAT

Competence	Molise towards 2000 is a no-profit association, specifically a consortium of public local bodies and professional associations in the field of agriculture, handicraft, SME and cooperation, whose main goal is the promotion of the local development through an integrated strategy of policies and stakeholders. The promotion of tourism based on natural and cultural peculiarities of Molise, as a sustainable economic opportunity, represents a key objective. From its foundation (1994), it has implemented many pjs addressed to the revaluation of rural inland areas of Molise, mainly financed by the Action Plans for Rural Develop. of Molise Region (2000-06, 2007-13, 2014-20). As for MADE IN-LAND, it has implemented the pj "The molisane streets of Europe's paths" financed by the Action Plan for Rural Development 2007-14; in addition the association is focusing on the revaluation of inland areas as the majority of its associated municipalities are addressed by the Italian Strategy for Inland Areas.
Organisational structure and resources	Molise towards 2000 is a consortium of municipalities and professional associations in the field of agriculture, handicraft, SME and cooperation. It was founded in 1994 to promote the local development in Molise through a bottom up approach. The consortium is managed by a high professional Executive Director responsible for all the activities; he is flanked by a Communication Manager and Administrative staff in charge of administrative and accountant tasks. In addition, external experts with key competencies and knowledge in the pj field are engaged through public procurements. As for the equipment, the headquarter has classrooms and 2 conference rooms for 200 people and is furnished with the necessary hardware and software for pj manag. Since most of the consortium members are local authorities and associations addressed by the Italian Strategy for the Inland Areas, it has the resources for involving the whole area of Molise and exploiting of pj results at regional level.
Expertise in EU/International projects	Molise towards 2000 has managed several EU/Int. projects. Specifically, it is partner of 2 pjs financed by the Erasmus plus: BACCHUS SME which aim is to develop a diagnosis tool and an innovative blended training course for Wine Tourism SMEs; Citizens for Energy Transition with the aim of enabling youth workers to design and implement effective awareness-raising actions and to promote social cohesion in their local communities. It is also partner of Rural Dear Agenda financed by EuropeAid with the aim of realizing a pilot in rural areas concerning the education development. It was PP of 2 pjs financed by the IPA ADRATIC 2007-13: P.O.W.E.R.E.D. which aims at defining a set of strategies and shared methods for the development of the off-shore wind energy; AGRONET which is a permanent network of logistics, distribution and service infrastructure in the food industry chain aiming to develop transnational economic cooperation, encourage trade and increase competitiveness.
Benefits on participation	Molise towards 2000 is focused mainly on the revaluation of inland areas in Molise which are strongly characterized by demographic decrease, ageing of population and negative economic trends, especially in the tourism sector. The territory is, indeed, rich in natural, cultural and agro food heritage, which are a still an unexploited opportunity for the Region. Molise towards 2000 is always implementing local, national and transnational pjs in the field of sustainable tourism. MADE IN-LAND will contribute to its objectives like the promotion of inland areas through the environmental and biodiversity protection, the innovation, territorial planning and creation of new job opportunities. The participation in the pj represents for Molise towards 2000 the opportunity to share and acquire new experiences at international level: the pj international framework will contribute through innovative CB initiatives to face common challenges of the inland areas involved.

Partner - Legal representative

The legal representative is	IT
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Partner - Person in charge of signature (only if different from legal representative)

The person in charge of signature is	
Personal tax number	
Last name	
First name	
Role	

Partner seat of operations	
Department Name	
Country	ITALY
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : SVEUČILIŠTE U ZADRU

The partner is	HR-Other
Project partner number	6
Tax number	10839679016
Type of body	Public / Body governed by public law
Implementing Unit	
VAT exempted	No
VAT number	10839679016
Name	SVEUČILIŠTE U ZADRU
Name in english	UNIVERSITY OF ZADAR
Legal form	Public University
Classification of economic activity	85.42 - Tertiary education
Exempted from chamber of commerce registration	No
Registered in chamber of commerce special section	
Chamber of commerce registration place	Zadar
Chamber of commerce registration number	110000786
Chamber of commerce registration date	29/01/2003
Economic administrative index number (REA)	
REA registration date	
Country of the Legal Seat	CROATIA
Municipality	ZADAR
Town	ZADAR
ZIP code	23000
Province/County	ZADARSKA
Address	MIHOVILA PAVLINOVIĆA 1
IPA Code	
Email	ZNANOST@UNIZD.HR
Phone	+38523200534
Fax	+38523200605
Certified Email (PEC)	

Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Own public contribution
Is VAT recoverable?	No
Details on VAT recovery	Not entitled to recover VAT according to national laws.

Competence	The University of Zadar is a research-oriented educational institution that connects scientific research and projects, artistic creativity, study and teaching and, in this way, it develops research, expertise and arts, prepares students for professional work based on scientific cognition and methods, as well as on artistic values. The tasks of the University are scientific, artistic and development research, especially the realisation of research programmes of strategic interest for the Republic of Croatia and Zadar County. Its staff participates in creation of strategic documents at local, regional and national level, as well as in projects dealing with urban and regional development and social issues. The University employs excellent experts with years of experience in scientific research in the field of humanities, social sciences, natural sciences, engineering, biotechnology and biomedical science, thus covering all the aspects needed for successful implementation of the project.
Organisational structure and resources	The University of Zadar is the largest legally, functionally and financially integrated institution in Croatia operating in the field of research and teaching. It consists of 25 departments and 6 research and training centres in the field of humanities, social sciences, natural sciences, engineering, biotechnology and biomedical science. The organizational structure enables the implementation of educational activities and scientific research in complex projects of urban and regional development and social issues. The number of employees is 588, out of which there are 413 research and teaching staff (287 on PhD and 22 MSc/MA level). It employs further 175 staff members in administrative services in order to perform all the operational, technical and financial activities for effective and efficient implementation of projects (Bookkeeping and Financial Service, Public Procurement Service, Internal Audit, etc.). The University has all the necessary technical facilities and equipment.
Expertise in EU/International projects	Within the timeframe of last five years, the University of Zadar has participated in the implementation of several EU funded projects for a total budget of more than 2.5 mil. EUR. So far the University has implemented a significant number of scientific and technical projects, in complete autonomy as well as in partnership with the industry, development agencies, social community, units of regional and local self-government and other educational and research institutions. It has several ongoing infrastructure projects (New Campus and University Learning Resource project, Ref. No. WB6-HR-SOC-03) as well as many scientific projects financed through EU structural funds and programs such as IPA IV, TEMPUS, CIP ICT, WBIF, ERDF, ESF, INTERREG, ERASMUS, HORIZON and other.
Benefits on participation	With its status of intellectual authority and most prominent institution in the town and region, the University not only participates and supports integrative and innovative projects for sustainable development through protection and valorisation of natural/cultural heritage essential to the University itself, town, region and Republic of Croatia but operates for their transferring in national strategies and policies. The presence of the regional university, indeed, has a significant social impact on the region, extending beyond the staff and students to the broader community in general. Further benefits for the University of Zadar from participating in this project is the exchange and development of scientific experience and knowledge in the field which is a base for the launch of crossboard research projects and Joint Programmes and for the adoption of new tools for territorial planning and valorisation of natural/cultural assets.

Partner - Legal representative

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Partner - Person in charge of signature (only if different from legal representative)

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Personal tax number	
Last name	
First name	
Role	

Partner seat of operations	
Department Name	
Country	CROATIA
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : AGENCIJA ZA RAZVOJ ZADARSKE ŽUPANIJE ZADRA NOVA

The partner is	HR-Other
Project partner number	7
Tax number	95315590590
Type of body	Public / Body governed by public law
Implementing Unit	
VAT exempted	No
VAT number	95315590590
Name	AGENCIJA ZA RAZVOJ ZADARSKE ŽUPANIJE ZADRA NOVA
Name in english	ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
Legal form	Other Public body
Classification of economic activity	84.11 - General public administration activities
Exempted from chamber of commerce registration	No
Registered in chamber of commerce special section	
Chamber of commerce registration place	Zadar
Chamber of commerce registration number	110036494
Chamber of commerce registration date	11/04/2013
Economic administrative index number (REA)	
REA registration date	
Country of the Legal Seat	CROATIA
Municipality	ZADAR
Town	ZADAR
ZIP code	23000
Province/County	ZADARSKA
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IPA Code	
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Phone	+38523492880
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Certified Email (PEC)	

Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Own public contribution
Is VAT recoverable?	No
Details on VAT recovery	ZADRA NOVA is not entitled to recover VAT based on national legislation.

Competence	Thematic competences of the Agency have been gathered through the implementation of various projects in the field of sustainable development of local cultural and natural heritage and local economy, such as HERA and Una - Spring of life, mentioned down in document. Besides that, through development of local and regional strategic documents, ZADRA NOVA ensures and enhances development of those areas in resource-efficient way. A higher level of sustainable economic and territorial development, exploitation, preservation and increment of the value of natural and cultural heritage is planned to be achieved through development of strategic documents. Through its extended network, the Agency can mobilize the relevant stakeholders of the Zadar County area to take joint actions. Acting as a regional development agency and by cooperating with regional public bodies and local authorities, the Agency has the capacity to influence policies on local and regional level.
Organisational structure and resources	Main task of ZADRA NOVA is to develop, coordinate and implement development projects in Zadar County. Ministry of Regional Development and EU Funds of the Republic of Croatia nominated ZADRA NOVA the coordinator of regional development for Zadar County, with the main task to coordinate development and implementation of Zadar County Development Strategy and to participate in development and implementation of future ROP for Adriatic Croatia. ZADRA NOVA consists of 5 departments; EU projects implementation, EU projects preparation, Regional Development, SMEs, Principal's Office. Agency has 22 employees owning excellent business knowledge and skills and extensive experience, knowledge and competency in designing key regional and local development strategic documents, preparing pj proposals and implementing pjs for national and EU funding organisations, supporting the development of SMEs, providing support to potential investors. Agency possess all equipment required for pj implementation.
Expertise in EU/International projects	ZADRA NOVA participated in more than 34 EU funded pjs. The most relevant are: <ul style="list-style-type: none"> • HERA (Adriatic IPA). It was based on developing a joint CB platform within the Adriatic area for manag. and promotion of sustainable tourism based on common cultural heritage. • Restoration and touristic valorization of the cultural and historical complex of the Duke#-#s Palace (National Operational Programme Competitiveness and Cohesion 2014. – 2020). • UNA – Spring of Life (IPA Adriatic CBC). It aimed at jointly develop and promote the Una Spring in Croatia and waterfalls of Una and the Old Town Ostrovica in BiH as part of an environmentally integrated joint tourism product (IPA CRO – BiH). • Guarden (SEE). The pj aimed to support rational design and effective impl. of local strategies for environmental risks' prevention and rehabilitation. More pjs are: • REPUBLIC-MED (MED) • Roof of Rock (IPA Adriatic CBC) • CB-GREEN (CB Programme Cro -BiH) • Coworking Zadar (IPA 3c - Regional Competitiveness)
Benefits on participation	Participation in the MADE IN-LAND will bring ZADRA NOVA additional experience, knowledge and managing skills in environmental and cultural heritage sector. Those new skills will be adapted in ZADRA NOVA's future work and in particular in the management of territorial natural and cultural resources through an innovative approach based on synergies between inland and coastal areas. Acquisition of new reliable and responsible PPs will further strengthen our local and international networking for future cooperations, in particular for the application of pj CB strategy and action plan in the long period. ZADRA NOVA's will contribute with competences, capacity and know-how gained through the implementation of previous EU pjs. The Agency has a relatively young, well trained team that is keen on working on CB and international pjs, providing innovative solutions and engaging in public awareness raising campaigns to bring fresh approaches and positive attitude to the entire pj partnership.

Partner - Legal representative

The legal representative is	HR-Other
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Partner - Person in charge of signature (only if different from legal representative)

The person in charge of signature is	
Personal tax number	
Last name	
First name	
Role	

Partner seat of operations	
Department Name	
Country	CROATIA
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : ENTE DI GESTIONE PER I PARCHI E LA BIODIVERSITÀ - ROMAGNA

The partner is	IT
Project partner number	8
Tax number	90030910393
Type of body	Public / Body governed by public law
Implementing Unit	
VAT exempted	No
VAT number	02607660392
Name	ENTE DI GESTIONE PER I PARCHI E LA BIODIVERSITÀ - ROMAGNA
Name in english	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA
Legal form	Park Authority
Classification of economic activity	02.10 - Silviculture and other forestry activities
Exempted from chamber of commerce registration	Yes
Registered in chamber of commerce special section	
Chamber of commerce registration place	
Chamber of commerce registration number	
Chamber of commerce registration date	
Economic administrative index number (REA)	
REA registration date	
Country of the Legal Seat	ITALY
Municipality	RIOLO TERME
Town	RIOLO TERME
ZIP code	48025
Province/County	RAVENNA
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Fax	
Certified Email (PEC)	PARCOVENADELGESEO@CERT.PROVINCIA.RA.IT

Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Automatic public contribution (Italian Ministry of Economy and Finance - I.G.R.U.E - CIPE Resolution 10/2015)
Is VAT recoverable?	No
Details on VAT recovery	The organisation is not entitled to recover VAT

Competence	EPB-R was established by regional law n. 24, dd. 23.12.11. EPB-R manages the regional protected areas (1 Natural Park, 3 Natural Reserves), Natura 2000 sites (12 SCI, 4 SPA) and the conservation of bio and geodiversity in the eastern territory of the Emilia-Romagna region. EPB-R is also responsible for sustainable tourism and environmental education in the same area which hosts high-interest natural and cultural heritage. Among them, the Park Vena del Gesso Romagnola, managed by EPB-R, which contains an outcrop of the Messinian gypsum, clay ravines, marly-arenaceous hills, forests and karst formations. The park is highly frequented by the public, thanks to the proximity to about 2 million inhabitants within a 100 Km radius. EPB-R created and manages 3 Museums in the Park (geological, zoological, archaeological), a botanical garden and a database about the old man activities and traditions in the Vena del Gesso, that can be a starting point for the virtual ecomuseum foreseen by the pj.
Organisational structure and resources	The EPB-R staff is composed by the Director and responsible for nature conservation (biologist), the Responsible for Communication and Events (sociologist), the responsible for environmental education (biologist). The staff is experienced in managing and participating to international cooperation projects (IPA, ITA-SLO, SEE, CE), since both the director and the responsible for communication were previously employed in the Province of Ravenna: the first working as manager of the Protected Areas Office, the second working in the staff of the European Policy Department which has a long experience in leading cooperation projects.
Expertise in EU/International projects	The EPB-R, named Consortium for the management of the Park Vena del Gesso Romagnola till 2011, has a good experience in EU pjs since it participated, both as EPB-R and Consortium, to the following ones: <ul style="list-style-type: none"> •LIFE+ NAT/IT/00369 "Gypsum" for the conservation of karst habitat, rock habitats and their species in gypsum outcrops; •LIFE14 NAT/IT/000209 "Eremita" for the conservation of 4 species of Insects; •CBC Programme Ita-Slo 2007-2013 "Sigma 2" for sustainable agriculture (vineyards and olive orchards); •CBC Programme Ita-Slo 2007-2013 "Climaparks" for evaluation of climate change consequence on nature conservation and sustainable tourism development (EPG-R was in charge of pj implementation for the Province of Ravenna); Moreover, EPB-R director has been the technical responsible of BeNatur pj and other 3 LIFE projects, Interreg II C "WETLANDS-Integrated management of wetlands" (1998-2000), IPA Adriatic "NAP-Network of Adriatic Parks" (2007-2009).
Benefits on participation	Thanks to MADE IN-LAND, EPB-R will be able to involve local communities in the protection and valorisation of natural assets and in particular those belonging to the protected areas and Natura 2000 sites EPB-R is managing in the eastern territory of the Emilia-Romagna region for a more effective and sustainable conservation. Moreover, the jointly participation with the Municipality of San Leo (PP4) gives the opportunity to connect some of the most important cultural and natural values in the territory within a common strategy and plan for the valorisation of related inland areas. MADE IN-LAND pilot action will further improve and enlarge the database about the old man activities and traditions in the Vena del Gesso connecting it with the pj virtual ecomuseum through innovative tools and strengthening the potential of virtual accessibility of the park and its traditional knowledge toward a sustainable and touristic valorisation of all the area.

Partner - Legal representative

The legal representative is	IT
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Partner - Person in charge of signature (only if different from legal representative)

The person in charge of signature is	IT
Personal tax number	CSTMSM67S18D458H
Last name	COSTA
First name	MASSIMILIANO
Role	DIRECTOR

Partner seat of operations

Department Name	
Country	ITALY
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

Partner : AZRRI – AGENCIJA ZA RURALNI RAZVOJ ISTRE D.O.O. PAZIN

The partner is	HR-Other
Project partner number	9
Tax number	90943600495
Type of body	Public / Body governed by public law
Implementing Unit	CENTRE FOR EDUCATION, EUROPEAN AND INSTITUTIONAL COOPERATION
VAT exempted	No
VAT number	90943600495
Name	AZRRI – AGENCIJA ZA RURALNI RAZVOJ ISTRE D.O.O. PAZIN
Name in english	AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN
Legal form	Other Public body
Classification of economic activity	01.21 - Growing of grapes
Exempted from chamber of commerce registration	
Registered in chamber of commerce special section	
Chamber of commerce registration place	Rijeka, Croatia
Chamber of commerce registration number	040179222
Chamber of commerce registration date	13/01/2003
Economic administrative index number (REA)	
REA registration date	
Country of the Legal Seat	CROATIA
Municipality	PAZIN
Town	PAZIN
ZIP code	52000
Province/County	ISTARKA
Address	ULICA PROF. TUGOMILA UJČIĆA 1
IPA Code	
Email	JASENKA.KAPURALIN@AZRRI.HR
Phone	+38552351590
Fax	+38552351599
Certified Email (PEC)	

Partner - other data

If in "Type of body" you selected "Public/Body Governed by PL", please specify your status	Public governed by public law (Directive 2014/24/EU)
Assimilated partner	
Reason to be considered Assimilated	
National cofinancing	Public
National cofinancing description	Own public contribution
Is VAT recoverable?	Yes
Details on VAT recovery	AZRRI is entitled to recover VAT entirely according to national legislation.

Competence	AZRRI is a regional development agency founded with a specific purpose of connecting the public and private sectors, implement development projects and coordinate production-wise in the rural inland areas of the Istrian County. AZRRI supports and coordinates development programmes vital for keeping the rural inland areas lively and improves the quality of life of their population by investing in sustainable tourism development, local service sector and primary agricultural production and transformation processes, as a mean for protecting and valorising the natural and cultural assets of Istrian County. In particular, AZRRI has specific competences in the management of local business clusters in the field of the promotion, protection and valorisation of regional, typical, autochthon, added value food/products and rural value chains which are the pillars of the natural and cultural heritage of Istrian inland areas.
Organisational structure and resources	AZRRI – Agency for Rural Development of Istria Ltd. Pazin was founded in 2003 with the task of acting as a link between the public and private sectors and to prepare and implement projects in the rural area. The founder of the Agency is the Istrian County with a 100% share. The Agency's objective is promoting economic development programmes in inland rural Istria. AZRRI has 31 employees covering three different sectors (developmental, agricultural and international), that will give their contribution throughout the project cycle in order to maximise the project impacts. Moreover, it manages the Didactic Gastronomy Centre located at Gortanov Brijeg near Pazin, financed by the EU within the KEY-Q project, which is a centre of excellence that aims at safeguarding and developing of high-quality agro-food products by strengthening the links between agriculture, gastronomy and tourism.
Expertise in EU/International projects	Implemented EU funded projects and role: •EU WATER; SEE-Transnational Cooperation Programme, 2009-2012- Partner •TECH FOOD; SEE-Transnational Cooperation Programme, 2009-2012- Partner •KEY Q; Ipa Adriatic CBC Programme 2010-2013- Lead partner •ZOONE; Ipa Adriatic CBC Programme 2010-2013 - Partner •APRO; IPA Slovenia- Croatia, 2010-2013- Lead partner •BOSKARIN S KRUMPIROM; Comenius Regio partnership, 2012-2014- Partner •IPATECH; IPA ADRIATIC CBC Programme 2012-2015, Partner •SINERGIA; MED Programme 2013-2015- Partner •CAVA; Erasmus +, 2014-2017, Partner •WELLFOOD ACTION; Ipa Adriatic CBC Programme 2010-2013 – Capitalization, Partner •MEDFEST; MED Programme 2014-2020, Partner
Benefits on participation	AZRRI's experience gained through the implementation of the programs concerning the protection and valorisation of autochthon products will be valuable to the partnership and project as best practices to be shared and reproduced in other areas: this kind of activities could be crucial for the development of sustainable tourism destinations and the protection and valorisation of inland natural and cultural heritage. In particular, the infrastructure within the Gastronomy Centre could be identified as a first example of specialised One Shop Information Center to be adapted and reproduced within the project goals and contents. On the other side, AZRRI can benefit from MADE IN-LAND in terms of development of new innovative tools for the cooperation between coastal and inland areas, for the community based management and territorial promotion as well as the harmonisation of Croatian and EU governance frameworks to prompt the competitiveness of inland areas and influence local policies.

Partner - Legal representative

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Phone	0038552351570

Partner - Person in charge of signature (only if different from legal representative)

The person in charge of signature is	
Personal tax number	
Last name	
First name	
Role	

Partner seat of operations

Department Name	
Country	CROATIA
Municipality	
Town	
Province/County	
Address	
ZIP code	
Phone	
Email	
Certified Email (PEC)	

F - Project Key Data

Project acronym	MADE IN-LAND
Project title	MANagement and DEVELOPMENT of INLANDs
Start date	01/01/2019
End date	30/06/2021

<p>Description</p>	<p>The Programme area is essentially composed of two very different, but interrelated, parts of territory: the hinterlands and the coastal belt. Inland areas are affected by marginalization processes which lead to an abandonment and decay of local resources. Natural and cultural assets of inland areas strongly needs to be valorised to revitalise local communities and preserve hinterlands from a number of threats such as hydrogeological risks, loss or depletion of biodiversity, collective services, traditional know how, infrastructures and facilities. On the other hand, coastline ecosystems, as primary economic development drivers and the most important elements of territorial brand, are overexploited and threatened by strong human pressures such mass-tourism, urbanization, land use conflicts. While natural environments of high ecological importance and scenic value, traditional arts and crafts, forestry and organic farming, rural tourism represent the most evident part of the unexploited capital that could contribute to the redevelopment of inner regions, opposite and counterproductive phenomena, as littoralization processes and seasonal/massive tourist flows, have already changed the coastal landscapes and are threatening natural and cultural assets survival. Therefore, MADE IN-LAND focuses on the natural and cultural heritage of inland areas that, rich of endogenous resources whether abandoned or still unexploited, have a high development potential for the whole Programme Area and develops a CB strategy which is based on a win-win cooperation between coastal areas and hinterlands to decrease human pressure on the firsts while unleashing the potential of natural/cultural assets of the seconds. The pj main objective is to enhance the protection and valorisation of natural and cultural unexploited capital of inland areas by means of tourism development and improved accessibility. MADE IN-LAND aims at setting up a new cross-border strategy that unleashes the potential of inland assets through their inclusion in wider networks and markets. The cooperation with coastal areas, considered as mass-tourism destinations, through the common and innovative means of integrated management, marketing and promotion foreseen by the pj, gives such opportunity to the inland areas and the pj regions as a whole. Such cooperation scales up the managing authorities development plans while coordinating/improving the provision of new services intended for inland communities. The diversification of local economy, development of job opportunities and services, social inclusion and containment of ageing phenomena and all other possible and required support to citizenship will soon follow, enhancing population's wellbeing, which is a precondition for the conservation of natural/cultural heritage in the long term given the role played by local communities in their effective management.</p>
<p><u>Project relevance</u></p> <p>Territorial challenges tackled</p>	<p>The Programme area is essentially composed of two very different, but interrelated, parts of territory: the hinterlands and the coastal belt. Inland areas are affected by marginalization processes, consisting of demographic decrease and ageing, reduction of public/private services, unemployment, negative economic trends, which lead to an abandonment and decay of local resources. Natural and cultural assets of inland areas strongly needs to be valorised to revitalise local communities and preserve hinterlands from a number of threats such as hydrogeological risks, loss or depletion of biodiversity, collective services, traditional know how, infrastructures and facilities. On the other hand, coastline ecosystems, as primary economic development drivers and the most important elements of territorial brand, are overexploited and threatened by strong human pressures such mass-tourism, urbanization, land use conflicts. While natural environments of high ecological importance and scenic value, traditional arts and crafts, forestry and organic farming, rural tourism represent the most evident part of the unexploited capital that could contribute to the redevelopment of inner regions, opposite and counterproductive phenomena, as littoralization processes and seasonal/massive tourist flows, have already changed the coastal landscapes and are threatening natural and cultural assets survival. Land managing authorities lack of innovative solutions and strategic regional planning, even incapable of cooperating or establishing fruitful, durable partnerships. A new comprehensive and innovative development strategy which reconnects coastal and inland areas, by means of new synergies and networks, is, the main territorial challenge to face the overall regional disequilibrium. In order to activate such synergies, inland accessibility issues need to be urgently tackled since connecting the hinterland with coastal tourist and commercial flows is the precondition on which any possible redevelopment strategy should primarily rely. Along the coast, slow and fast mobility usually complement each other, while in the hinterland there is often a general lack in transportation services and facilities. Since accessibility means also clarity/availability of information and smart promotion of the natural and cultural heritage, it is evident that local resources, so diverse and widespread over the territory, are often isolated from each other.</p>

<p>Project approach</p>	<p>MADE IN-LAND focuses on the natural and cultural heritage of inland areas that, rich of endogenous resources whether abandoned or still unexploited, have a high development potential for the whole Programme Area. The pj develops a CB strategy which is based on a win-win cooperation between coastal areas and hinterlands to decrease human pressure on the firsts while unleashing the potential of natural/cultural assets of the seconds. The strategy goes beyond the existing national approaches to inland areas, which often pay too much attention to internal conditions and lose the potential of working on synergies with other areas. The pj develops new solutions focusing on the potential of environmental, cultural, productive and functional interdependencies between hinterlands and coastal areas which is a path still not fully exploited even if it represents a key feature in terms of touristic accessibility and integrated destination management. Tourism development is strategic for the revitalisation of inland areas not only because of its cross-sectoral potential for accomplishing economic growth but also because it is strictly dependent on the attractiveness of the territory. Therefore, the pj will identify and share the most innovative models of management of fragile inner landscapes contributing to the conservation and protection of their natural and cultural assets while valorising them in terms of economic development through cooperation and improvement of touristic accessibility. The relation between hinterlands and coastal areas is often a relation between "slow" and "fast" physical and virtual networks where intersections, considered as "entrance gates" to inland areas, are strategic elements for their accessibility. The innovative aspect of MADE IN-LAND approach is the identification of such intersections, for mobility, virtual and knowledge-related flows, as the key targets to foster sustainable and integrated tourism activities. Thanks to the improved accessibility conditions, inland areas will reconnect with larger economic flows, especially for the development of job opportunities and the enhancement of population wellbeing, which are preconditions for the conservation of natural and cultural assets in the long term. This is the most innovative aspect of the pj approach which links the valorisation of the inland resources with to revitalisation of local community to give them back the role of guardians and managers of natural/cultural heritage.</p>
<p>Cooperation need</p>	<p>As stressed by the EUSAIR, the territory involved "is a functional area primarily defined by the Adriatic sea. Covering also an important terrestrial surface area, it treats the marine, coastal and terrestrial areas as interconnected systems". Therefore, coastal and inland areas both in Italy and Croatia can be considered as ecosystems strictly interconnected and functionally related to a common resource, the Adriatic Sea, which strongly affects their development dynamics. Indeed, processes as the littoralization of coastal areas or the marginalization of hinterlands characterize all the territories involved with similar threats and impacts. As far as the natural and cultural heritage protection aspects are concerned, the adoption of a common strategy and action plan give the PPs and target groups involved the instruments to address the cross-border components of such pressures and threats which can not be reduced just at national level. The regional actors for territorial management and inland stakeholders of MADE IN-LAND areas highlight the urgent need for developing joint solutions to such common phenomena by means of cross sectoral and crossboundary cooperation pjs where concentrate and improve complementary skills, technical and scientific knowledge, identify and apply best practices and share a common governance framework for jointly supporting all the innovative interventions and related players. Moreover, since the pj focuses on integrated tourism development as a mean for revitalizing inland areas and valorising their cultural/natural assets, the adoption of common tourism marketing plans and solutions for the "Adriatic hinterlands" is strongly needed not only to improve their cost-effectiveness but to bring together local resources and small players, which are very diverse and widespread over the territory, in order to reach that critical mass needed to address such a competitive sector. MADE IN-LAND natural and cultural touristic offer is, indeed, based on a CB approach as it needs to be developed in a large scale, near market and demand-oriented scenario where a range of local actors can find results, innovative solutions and tools at transboundary and cross-sectoral level. The connection of inland stakeholders, which usually are isolated also in terms of external cooperation opportunities, is particularly needed to create new partnerships and, through them, strengthen their capacities to address specific market demands and join wider networks</p>
<p>Project focus</p>	
<p>Programme specific objective</p>	<p>3.1</p>
<p>Programme result indicator</p>	<p>3.1R - Seasonality in tourism in the programme area</p>

Project overall objective	The pj main objective is to enhance the protection and valorisation of natural and cultural unexploited capital of inland areas by means of tourism development and improved accessibility. MADE IN-LAND aims at setting up a new cross-border strategy that unleashes the potential of inland assets through their inclusion in wider networks and markets. The cooperation with coastal areas, considered as mass-tourism destinations, through the common and innovative means of integrated management, marketing and promotion foreseen by the pj, gives such opportunity to the inland areas and the pj regions as a whole. MADE IN-LAND not only aims at increasing the specific value of hinterlands cultural/natural heritage and their conservation through the empowerment of local communities as custodian of those resources, but also at catching non-seasonal touristic flows and opening to new touristic offers that will enhance the functional, environmental and cultural continuity between the different areas.
Project results	The pj main result is the improvement of the economic and territorial development of inland areas. Given the polarization of economy toward the coastal areas, the programme area is facing an overall regional disequilibrium which also affects the conservation of its natural and cultural heritage. While in the coastal belt there is a majority of urban systems affected by a littoralization process, in the hinterlands there is a prevalence of small rural settlements, often lacking in some basic services such as easy accessibility to the natural and cultural resources, which are not properly preserved and valued. MADE IN-LAND reconnects hinterlands economy, resulting from a long lasting diversification and specialization process based on such resources, with large trade/production flows and specific market demands, thanks to the cooperation between coastal and inland areas toward an integrated tourism development. Such cooperation scales up the managing authorities development plans while coordinating/improving the provision of new services intended for inland communities. The diversification of local economy, development of job opportunities and services, social inclusion and containment of ageing phenomena and all other possible and required support to citizenship will soon follow, enhancing population's wellbeing, which is a precondition for the conservation of natural/cultural heritage in the long term given the role played by local communities in their effective management.
Project specific objective 1 title	To support and improve the accessibility of cultural and natural heritage of inland areas
Project specific objective 1 description	The project aims at improving the physical and virtual accessibility to inland areas and their inner cultural/natural assets valorising the virtuous liaisons with coastal areas, in particular through sustainable and integrated tourism activities. As for hinterlands, not only they are affected by minimum logistic services but their local resources also lack of available information and smart promotion strategies (territorial marketing and networking). Natural and cultural heritage in inland areas, very diverse and widespread over the territory, are therefore isolated from each other and inaccessible since they are physically and virtually far from the main tourist and commercial flows in the coastal belt. The pj objective is to identify and foster the physical and virtual connections between the two territories to intercept and deviate touristic flows toward inland areas, introduce their natural and cultural assets in new and wider touristic markets while reducing human pressure on the coast. The pj focuses on the intersections between the two networks which represent the "entrance gates" to inland areas and the strategical targets for improving physical/virtual accessibility through the development of integrated and innovative touristic actions. Thanks to such interventions, in the long period the transportation services and facilities of inland areas will be reactivated benefitting the wellbeing of hinterland communities and balancing the overall regional system.
Project specific objective 2 title	To connect the valorisation of the inland resources with the safeguard of local communities
Project specific objective 2 description	The economic downfall and emigration of inland communities left many abandoned natural/cultural resources, which compose the so-called territorial unexploited capital. The degradation of such natural/cultural assets is not only a missed opportunity for territorial economic growth but it poses serious threats to the overall regional area in terms of hydrogeological risks, loss of biodiversity and ecosystem services, shortage of energy sources, depletion of traditional know how, infrastructures, facilities and other material resources. Therefore, the pj aims at promoting and valorising such natural/cultural assets, together with the related economic and social activities (i.e. quality artisanship, organic farming, forestry, rural tourism), within an integrated sustainable tourism strategy for launching new development process of inner regions thanks to the creation of job, business and citizenship opportunities, reactivation of basic services and enhancement of population wellbeing. The pj goal is to develop a community based management model of such processes which provides and assures the connection of the investments and interventions for touristic development with the revitalization of local communities which is the strategical precondition for a long lasting and cost-efficient protection of natural/cultural heritage. At the scope, MADE IN-LAND adopts a participatory approach aimed at empowering all the actors of local-value chains and setting up new forms of organization.
Project specific objective 3 title	To develop innovative models for the management of fragile inland landscapes

Project specific objective 3 description	MADE IN-LAND aims at developing and applying cross-border innovative models for the management of fragile inland landscapes to unleash their potential in terms of economic development while contributing to their conservation. The pj goal is to develop an interregional strategy moving from site-specific policies to integrated multi-sectoral policies, stimulating the cooperation network between different actors and neighbouring contexts and promoting each pj area as a unique balanced environment where interconnections and functionalities between the coastal belt and hinterland are recognized and supported through proper investments. The pj prompts the participation of quadruple helix actors to local pj networks aimed at strengthening their cross-sectoral cooperation and innovation capacities for the sustainable economic and territorial development of inland areas. Regional authorities are invited to cooperate and set up durable partnerships with inland communities in order to both focus investments on their site specific needs and provide the services and interventions needed for connecting hinterlands with coastal areas within more balanced regional development plans. Likewise, the pj aims at integrating the national strategies for inland areas at cross-border level to set a common governance of the pj management models of fragile landscapes which recognizes and valorises the functional interdependencies of the different areas and actors also at macroregional level.
Outputs and results durability	Since the territorial development of inland areas is a continuous process, the pj CB Strategy needs a dedicated set of actions to ensure its application in the long term: it is developed through the involvement of all key actors as a precondition for their durable commitment to its application, which is further ensured by their participation to a Permanent Crossborder Observatory established for capitalising the strategy and the related Action Plan in the national and regional policies and planning instruments. The bodies in charge for the Italian Strategy for Inland Areas and the Croatian Tourism Strategy are also involved in its development in order to align the documents and benefit of the related technical/financial resources.
Outputs and results transferability	The integration of the CB Strategy into the national policies/planning instruments through the collaboration with the bodies concerned, is aimed at fostering its adoption in other programme areas. Such instruments are implemented through specific investments, projects and agreements with regional authorities, therefore, the cross-fertilization of the strategies prompted by MADE IN-LAND and the addition of the pj outputs in the national programmes assures their replication in other territories. The pj also sets up a Permanent CB Observatory which make use of the pj knowledge and capitalisation tools, such the evaluation, training and roadshows programmes, for coordinating the transferring of MADE IN-LAND model in a long time perspective.
Intervention field	Protection, development and promotion of public cultural and heritage assets
<u>Project context</u>	
Coherence with EUSAIR	Yes
EUSAIR description	<p>The pj strongly contributes to the EUSAIR 4th pillar:</p> <ul style="list-style-type: none"> • diversifying and deseasonalizing the tourism offer including inland destinations still not valorised and affected by classical seasonal patterns - topic 1 • connecting coastal and inland destinations to improve the overall quality and innovation of the tourism offer and enhance the capacities of its actors - topic 2 and in particular, to the following actions: • Brand-building of the tourist products/services; Upgrade of tourism products (act.4.3) • Improving accessibility; Sustainable and thematic tourist routes (act.3.1;4.4;4.5) • Fostering cultural heritage; Improve quality for sustainable tourism offer; Network of Sustainable Tourism businesses & clusters; Expanding the tourist season to all year-round; Training in vocational and entrepr.skills in tourism (act.3.4;4.6) • Sustainable tourism R&D platform (act.3.3;5.4) • Facilitating access to finance; Action for more sustainable & responsible tourism (act.3.2;4.6;5.4)
Coherence with EUSALP	Yes
Coherence with EUSDR	Yes
Coherence with relevant policies and plans (e.g. S3, RBMP, MSP, ICS, Urban and Regional Mobility plans)	Yes

<p>Description of the coherence</p>	<p>The pj is coherent with the following:</p> <ul style="list-style-type: none"> •S3 – the pj contributes to the development of smart tourism solutions (S3 Marche, Croatia), promotion of agrifood and cultural assets/services as part of inland natural/cultural heritage (S3 Croatia, Molise, Emilia Romagna) •RBMP: the pj contributes to the RBMP of 3 river basins in Italy (Chienti, Marecchia, Fortore) and the Adriatic RBD in Croatia applying their consultation measures (Local Committees)m supported by RBMAs, and the measures for preventing deterioration of waters (inland surface/groundwaters) •MSP & ICM: the pj gives a contribute through the promotion of sustainable tourism, the management of land-sea interactions addressing the phenomena of littoralization, reducing pressures on coastal/marine ES deviating and deseasonalizing the touristic flows; •Urban & Regional Mobility plans: the valorisation of secondary roads, diversion of touristic flows from coastal cities and the improvement of inland accessibility carried out by the pj directly contributes to the fulfillment of the regional plans goals. At the scope, the pj involves the Regional Authorities for Urban & Regional Mobility in the consultation rounds (Local Committees).
<p>Synergies</p>	<p>MADE-IN LAND creates strong synergies with the Italian National Strategy for Inland Areas (SNAI) which sets the background to efficiently promote inland economic and social growth and enhance sustainable development. The pj takes advantage of the protocols adopted in the regional pilot areas (Fortore - Molise, Alta Valmarecchia – Emilia Romagna, Macerata – Marche) which are aimed at developing the related inland areas also through cultural and natural tourism initiatives: the pj Local Committees follow the local stakeholders groups involved in the application of the SNAI; the preliminary analysis (WP3) are developed in synergy with the SNAI to share data and information; the pj CB Strategy and Action Plan are drafted in order to integrate the national ones with means of CB collaboration and involve coastal areas in an integrated management model. The Technical Committee for the SNAI (Presidency of the Council of Ministers) and the MiBACT as well as the regional authorities in charge for the SNAI application have already declared their willingness to work with pj PPs to catch such opportunities. As for the Croatia, the pj is developed following the national 2020 Tourism Strategy to create synergies with the initiatives for the tourism development of rivers and waters in the hinterland, the investments toward the improvement of accommodation in the hinterlands and for the improvement of so-called “remaining tourism offer” into the continental area. MADE IN-LAND involves the Croatian National Institute for Tourism, Minister of Tourism and Minister of Culture for cooperating with the pjs implemented within the Strategy and networking with the national Italian institutions in the alignment of related strategies and integration at CB level. The pj creates also synergies with some current pjs in the field such as P-IRIS, RUMORE, Green Pilgrimage, BRANDTour, CRinMA, (EU)ForIA- (INTERREG EUROPE) LinkPAs(ESPON EGTC) which PPs have been already contacted for cooperating on common pj issues. The pj develops synergies also with some past ones as SMART-U-GREEN (JPI Urban Europe), ACCESS2MOUNTAIN (SEE Progr.) and SUN LIFE (LIFE): MADE IN-LAND has been developed as their follow up and can rely on the scientific/technical knowledge developed by PP1 (ST leader) in such previous experiences. The pj collaborates also with the European Network for Rural Development (ENRD) to share best practices, get in contact with EU actors in the field and disseminate the results achieved.</p>

Build on knowledge	<p>The pj capitalises on the following pjs and experiences:</p> <ul style="list-style-type: none"> •ACCESS2MOUNTAIN (SEE), participated by PP1, aimed at achieving durable, environmentally friendly tourism, as well as increasing sustainable accessibility and connections to, between and within mountains region. MADE IN-LAND capitalises in particular the communication strategies (act.2.1), marketing (PAs) and awareness raising activities (WP2 and act.3.3) for sustainable tourist and mobility offers; •HERU - HERITAGE URBANISM, a research pj carried out by PP6, defined spatial criteria, methods and models for revitalisation of cultural heritage and for the implementation of interventions for its enhancement. They are taken by MADE IN-LAND as technical base for the development of the pj CB Strategy/Action Plan; •SHARE (INTERREG EUROPE) which identified best practices and innovative methods to develop a sustainable and smart approach to the management and use of the cultural heritage. Such best practices and methods are analysed within the literature review for the governance framework analysis - act. 3.2 •The Pilot Action 1 is built on the experience of the Neusiedler See Card, a best practice about territorial management and natural/cultural heritage promotion in Central Europe which is based on an innovative territorial branding strategy and the application of a smart card system. It represents also an experience to capitalise as for the development of the pj evaluation system (act.4.2) given the capacity of the card system to collect and analyse data on the touristic flows and address the territorial tourism marketing and development. •The PA 3 is built on the experiences of "Musei Digitali Diffusi" and "#VerdiMuseum", a virtual eco-museum system with augmented reality applications that connects widespread cultural resources in the real environment with the virtual guides and social community; the Virtual Multimodal Museum (ViMM), a Coordination and Support Action (CSA) - Horizon 2020, that brings together EU and the world's leading public and private sector organisations working on Virtual Museums and in the sector of Digital Cultural Heritage. •The pj structure is also based on the areas of intervention A.2.4 "Support for the national strategy for parks and protected areas, rural and inland areas" defined by the Italian STRATEGIC PLAN FOR DEVELOPMENT OF TOURISM 2017 which strongly contributes to the set of objectives, measures, targets, indicators of the pj CB Strategy/Action Plan
Cooperation criteria	
Joint development	Yes
Joint development description	The pj development phase was aimed at elaborating the pj idea into a working plan through joint planning methodologies. All the available knowledge collected by LP was systemized, the improvement areas were identified and set up the pj logical framework with the active contribute of all PPs. The activities, work plan and pj budget were there prepared among the partnership by systematic distance work. After the validation of the application content, PPs support the LP to formally submit the AF
Joint implementation	Yes
Joint implementation description	The pj is jointly implemented under the LP coordination. LP is in charge for the overall pj management ensuring that activities are properly implemented, schedules are kept, foreseen quality level is reached. Technical management is split among PPs according to their experiences and related roles. Each PPs is in charge for the implementation of specific activities content related and propaedeutic to each other. Indeed, internal communication is assured to get constant contacts between PPs
Joint staffing	Yes
Joint staffing description	The pj management system is made of 1 PP representative, who participate to the Steering Committee, and 1 Pj Coordinator (LP), 1 Pj Manager, 1 Financial Manager, 1 Communication Manager and 1 Technical Expert for each PP who works as a unique team within the PJ MANAGEMENT BOARD. The system is completed with the Scientific Experts provided by PP1 and PP6. Thanks to regular contacts and meetings, they jointly coordinate all PPs' staff assigned to pj implementation without duplications of functions
Joint financing	Yes
Joint financing description	Pj budget is made by the sum of each PP allocation defined according to different roles and activities in the pj implementation fulfilling the real cost principle, the principle of economy, efficiency and effectiveness. LP takes the financial responsibility representing all the partnership to the Programme. LP will sign the partnership agreement with PPs mirroring the subsidy contract duties and obligations. PPs use its budget allocation for the implementation of assigned tasks
Horizontal principles	
The project contributes to sustainable development	Yes

Description of the contribution to sustainable development	MADE IN-LAND fosters a more sustainable use of natural and cultural assests integrating their economic valorisation with the conservation aspects. Since social, economic, cultural and environmental issues are necessarily interdependent components of sustainable development, to achieve such aim MADE IN-LAND planned a direct involvement of civil society as well as the implementation of raising awareness and capacity building actions on sustainable issues. Dematerialization of dissemination materials, use of FSC certified paper for publications, video conferencing, use of GPP procedures and short supply chains, reduction of energy measures are also applied to reduce project carbon footprint
The project contributes to equal opportunities and non-discrimination	Yes
Description of the contribution to equal opportunities and non-discrimination	The pj contributes to the implementation of equal opportunities and non-discrimination principles, for what concerns recruitment and hiring, compensation, working conditions, terms of employment, access to training coupling natural/cultural heritage management with social sustainable development, guaranteeing equal opportunities to all in an inclusive model. PPs already enact the principle of not making employment decisions on the basis of personal characteristics (gender, nationality, ethnic origin, religion, etc) unrelated to inherent job requirements. The development of new activities by the Local Committees will also comply with these principle thanks to PPs specific monitoring.
The project contributes to equality between men and women	Yes
Description of the contribution to equality between men and women	Equality between men and women is ensured throughout the pj both within the consortium and in all project actions. Concerning the former, the right of women and men to receive equal pay for equal work according to their expertise (Ref. EC Strategy for equality between women and men 2010-2015) is guaranteed in the project, meaning equality of treatment for recruitment and hiring, compensation (including wages and benefits), working conditions and terms of employment, access to training. Participation to project activities is guaranteed also to all stakeholders, ensuring equal opportunities of participation (both in logistic terms and concerning the access to insights) to both women and men.
<u>NATURA 2000</u>	
Project with a likely effect on a natural habitat Natura 2000 sites	Yes
Only soft intangible measures are concerned	Yes
Justification	Since MADE IN-LAND promotes both the valorisation and conservation of natural heritage in the project areas, included the related Natura 2000 sites, by means of sustainable tourism promotion according to the Management Plans of such Natura 2000 sites, only soft intangible measures are concerned so that the expected effects on Natura 2000 sites are not to be considered significant and they don't adversely affect the integrity of the sites concerned as regulated by Habitat Directive 92/43/EEC.
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Programme output indicator

Programme output indicator		Output indicator target
3.105 Cultural and natural heritage (tangible and intangible) promoted		6
Project main output	Project main output description	Project main output target

Cultural and natural heritage (tangible and intangible) promoted through territorial brands and related tourism marketing plans	A main pj outputs are the promotion of 4 inland and 2 coastal cultural/natural assets in Zadar and Istria County. Starting from an assessment on conservation, attractiveness and unexploited potentials of pj areas' natural/cultural heritage in order to define the actions needed for effective valorisation, PP7 and PP9 (supported by PP6) will test such actions thanks to the development of 2 TERRITORIAL BRANDS that aggregate, qualify and promote the targeted cultural/natural assets. They will map services/products connected with such natural/cultural assets, develop a territorial brand aimed at strengthening their contribution to the conservation and promotion of cultural/natural values and organize specific workshops with service providers for applying the brand through specific agreements. They will support the brand with a TOURISM MARKETING PLAN to be implemented in synergy with coastal areas and a smart card system aimed at testing market penetration potentials and collecting statistical data for a territorial management system. The results of the test will be included in the pj CB STRATEGY AND ACTION PLAN for the sustainable economic and territorial development of inland areas.	6
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Programme output indicator		Output indicator target
3.102 Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)		25
Project main output	Project main output description	Project main output target
Actors involved, through the participation to local committees, in actions aimed at promoting inland's natural and cultural heritage	A main output is the activation of local actors' networks and the direct involvement of 25 actors in the project actions aimed at promoting inland's natural and cultural heritage. The actors to be involved are identified thanks to dedicated preliminary analysis: PP1 and PP6 develop a specific analysis method for assessing those stakeholders with the highest potential to benefit from conservation & valorisation of natural/cultural assets. The relevant stakeholders are, then, organised in LOCAL COMMITTEES (LCs) for the development/application of the CB STRATEGY and ACTION PLAN FOR INLAND AREAS for the promotion of natural/cultural heritage through sustainable tourism and, through the LCs, in the Pilot Actions implementation: at least 5 actors for each of the 5 LCs are invited to work on the adoption of the territorial brand for the promotion of natural/cultural assets (PA1), the management of the OSICs (PA2), the animation of the Virtual Eco-Museums through storytelling techniques (PA3). Finally, such actors take part to the PERMANENT CROSS BORDER OBSERVATORY for the capitalisation of pj tools towards a durable promotion of inland natural/cultural heritage.	25

Programme output indicator		Output indicator target
3.103 Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place		3
Project main output	Project main output description	Project main output target

<p>Natural and cultural heritage destinations with improved physical and virtual accessibilities in place thanks to innovative IT services</p>	<p>A main project output is the improvement of the physical and virtual accessibilities of 3 natural and cultural heritage destinations: Valle del Chienti (Marche), Fortore (Molise), San Leo (Emilia Romagna). MADE IN-LAND focuses on connections and integrated destination management between coastal and inland areas in order to improve, through innovative IT services, hinterlands' physical/virtual accessibility. LP and PP1 develop and place a ONE STOP INFORMATION CENTRE on hot spots previously identified for intercepting touristic flows towards coastal areas: it is conceived as a physical location, enriched with IT systems, where local tourism operators and stakeholders provide key information and services for accessing the cultural/natural heritage of Valle del Chienti. The pj produces also 2 VIRTUAL ECO-MUSEUMS for the improvement of the virtual accessibility to the natural/cultural heritage of Fortore and San Leo areas. They are based on an IT system connecting natural/cultural assets within a virtual and augmented reality environment: such smart tourism solution is shaped for giving virtual visitors the access to digital contents about natural/cultural heritage destinations.</p>	<p>3</p>
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Target groups

<p>Target group</p>	<p>General public</p>
<p>Target value</p>	<p>10000</p>
<p>Description</p>	<p>General public is composed by citizens which are generally reached by comm. activities to raise awareness about pj topics. As for those from hinterlands, they are the first beneficiaries of the pj strategy for the valorization of inland areas and revitalisation of local communities. Since the pj is applying an effective community based management model of the natural/cultural heritage, they are involved in the pj application through the set up of Local Committees open to citizens participation.</p>

<p>Target group</p>	<p>Local, regional and national public authorities</p>
<p>Target value</p>	<p>87</p>
<p>Description</p>	<p>LAs from pilot areas participate through the LCs to the development and application of the pj outputs in the inland areas. Reg. Authorities are mainly targeted by the activities aimed at capitalising the pj CB Strategy/Action Plan in their regional policies and planning instruments. At Nat. level, the SNAI Technical Committee, MiBACT, Minister of Tourism, Minister of Culture of Croatia are involved through specific workshops in the alignment of the national policy instruments and pj CB Strategy</p>

Target group	Public service providers
Target value	10
Description	They are involved in the preliminary analyses (WP3) as for identification of the accessibility issues to be addressed. They are invited to LCs sessions to establish a personal dialogue with local stakeholders on needs and potential solutions to improve the basic service provision in inland areas. They are consulted for the development of the evaluation system (4.2) as for the indicators on service provisions. They take part to the PAs impl. to test the innov.solutions on services provision.

Target group	Cultural and natural heritage management bodies
Target value	20
Description	They are involved in the preliminary analyses (WP3) as main depositories of data/information on the local natural/cultural heritage. They are then included in LCs as the technical group to be consulted for the inclusion of the most effective measures for natural/cultural heritage conservation and valorisation in the CB strategy and Action Plan. The pj Pilot Actions are finally implemented with the active participation of the target group which is the first beneficiary of the tools developed.

Target group	Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)
Target value	65
Description	Development agencies are addressed for the capitalisation of the pj CB Strategy/Action Plan and for the development of territorial and tourism marketing plans. SME are involved in the preliminary analysis for assessing the market potentials of mapped sites. They are also involved in the Pilot Actions as for the territorial branding and organisation of OSICs and virtual-ecomuseums. SME in CCI are targeted for the development of the related smart systems. The whole target group takes part to LCs.

Target group	Associations, regional innovation agencies
Target value	31
Description	Associations take part to the preliminary analyses to share data/information on the inland natural/cultural heritage. As CSOs and groups of interest, they participate through LCs to PAs impl. and CB Strategy/Action Plan revision. A specific role is given to Legambiente as for the issues concerning natural/cultural assets conservation and valorisation. Reg. innovation agencies are involved in the development of smart solutions to be applied within the PAs and later adopted by the Action Plan.

Target group	NGOs
Target value	15
Description	Local NGOs take part to the preliminary analyses to share data/information on inland natural/cultural heritage and governance framework. They participate to LCs, the revision of the CB Strategy/Action Plan and the PAs impl. working on sustainability, accessibility and territorial develop. issues. International NGOs are involved in the dissemination and raising awareness actions as comm. multipliers and the capitalisation of the pj model taking advantage of their lobby and technical capacities.

Target group	Education and training organisations as well as universities and research institutes
Target value	5
Description	They are involved in the revision of methods for natural/cultural heritage assessment, governance framework analysis, development of the evaluation system. They are addressed by ad hoc dissemination actions for peer2peer review of the pj scientific methodologies and papers. A specific role is given to the University of Zagreb in the scientific/technical revision of the CB Strategy and Action plan. They are also involved in LCs with a specific role in the development of training programmes.

Partner - Natura 2000 sites involved

Natura 2000 sites involved	Calanchi Succida - Tappino
Natura 2000 sites involved	Località Boschetto
Natura 2000 sites involved	Val di Fibbia - Valle dell'Acquasanta
Natura 2000 sites involved	Faggete del S. Lorenzo
Natura 2000 sites involved	Pian Perduto
Natura 2000 sites involved	Macchia delle Tassinete
Natura 2000 sites involved	Gola del Fiastrone
Natura 2000 sites involved	Gola di Pioraco
Natura 2000 sites involved	Monte Pennino - Scurosa

Natura 2000 sites involved	Gola della Valnerina - Monte Fema
Natura 2000 sites involved	Selva dell'Abbadia di Fiastra
Natura 2000 sites involved	Torriana, Montebello, Fiume Marecchia
Natura 2000 sites involved	Fonte delle Bussare
Natura 2000 sites involved	Boschetto a tasso presso Montecavallo
Natura 2000 sites involved	Lago Calcarelle
Natura 2000 sites involved	Boschi di Castellino e Morrone
Natura 2000 sites involved	Pesco della Carta
Natura 2000 sites involved	Bosco Ficarola
Natura 2000 sites involved	Monte Ragnolo e Monte Meta (versante occidentale)
Natura 2000 sites involved	Rio Terro
Natura 2000 sites involved	Piana di Pioraco
Natura 2000 sites involved	Monte Letegge - Monte d'Aria
Natura 2000 sites involved	Gola di Sant'Eustachio, Monte d'Aria e Monte Letegge
Natura 2000 sites involved	Valnerina, Montagna di Torricchio, Monte Fema e Monte Cavallo
Natura 2000 sites involved	Torrente Tappino - Colle Ricchetta
Natura 2000 sites involved	Bosco Difesa (Ripabottoni)
Natura 2000 sites involved	Valle Rapegna e Monte Cardosa
Natura 2000 sites involved	Monte Giuoco del Pallone - Monte Cafaggio
Natura 2000 sites involved	Gola di S. Eustachio
Natura 2000 sites involved	Toppo Fornelli
Natura 2000 sites involved	S. Maria delle Grazie
Natura 2000 sites involved	Monte Bove
Natura 2000 sites involved	Monte Castel Manardo - Tre Santi
Natura 2000 sites involved	Macchia di Montenero
Natura 2000 sites involved	Monte Giuoco del Pallone
Natura 2000 sites involved	Dalla Gola del Fiastrone al Monte Vettore
Natura 2000 sites involved	Bosco Mazzocca - Castelvetero
Natura 2000 sites involved	Bosco di Cercemaggiore - Castelpagano
Natura 2000 sites involved	Monte Saraceno
Natura 2000 sites involved	Lago di Occhito
Natura 2000 sites involved	Rupi e Gessi della Valmarecchia
Natura 2000 sites involved	Montagna di Torricchio
Natura 2000 sites involved	Valle Scurosa, Piano di Montelago e Gola di Pioraco
Natura 2000 sites involved	Bosco Cerreto
Natura 2000 sites involved	Piani di Montelago

G - Communication approach

Title of communication objective 1	Raising awareness on MADE IN-LAND positive impacts on inland areas' communities to support the involvement of local stakeholders in the project and their networking
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Description	<p>In order to reach the 2nd specific pj objective which connects the valorisation of the inland resources with the safeguard and empowerment of local communities as custodian of natural/cultural assets, communication has to involve all the different pj target groups informing and raising awareness on the benefits in the short, medium and long term provided by the pj and the opportunities offered taking part to the community based management system developed through pj local committees. Moreover, communications have also to keep their interest and related participation to the project implementation all along the pj lifetime and, in particular, within the pilot actions where their contribution is essential for an effective and wide impact on the inland areas involved. Finally, the project needs also to involve stakeholders in the communication itself to unleash their potential within the transferring of the pj model to other programme areas and to use their potential as comm. multipliers</p>
Target groups	<p>The communication target groups in inland areas are identified applying a quadruple helix approach to the development of the pj comm. strategy and plan which are tailored on pj key actors and target audience, specific approaches and tactics and the definition of related messages and key values. Each PP participates to the identification of the target groups providing a list of the stakeholders assessed as relevant in terms of involvement in the pj activities and communication. They are classified in the different target groups which belong to the following main categories: inland areas' inhabitants and their organisations/associations; public authorities belonging to the inland areas and regional authorities in charge of the related development and management plans; local businesses who provide services and goods directly or indirectly connected with the valorisation of cultural and natural assets; academia and regional development, environmental, cultural or touristic agencies</p>
Tactics/approach	<p>MADE IN-LAND implements specific tactics shaped on target groups different potentials and interests in the pj. First of all, the pj implements a stakeholders involvement tactic implemented through a dedicated awareness raising campaign to catch public and comm. targets attention. The pj is presented together with the potential benefits coming from the participation of inland actors to LCs. PPs organize local events inviting target groups and participate to their local events to promote the pj. They are supported with specific comm. tools such flyers, infographics, plastic posters, gadgets. They launch also an online comm. campaign through the pj website and social media channels which are connected to PPs web tools for taking advantage of their virtual communities. The pj activates also a Press Office to address regional stakeholders through local media: it organizes a first press conference during the KoM and spreads a press release and web news highlighting the launch of the pj and the organisation of Local Committees sensibilising on related participation issues. Once their interest is caught, a networking and community relation tactic is applied paying attention on stakeholders motivational resources to be activated. PPs apply specific comm. actions for keeping target groups constantly informed: organisation of regional events, annual speaking opportunities, collaboration with local media through the Press Office, management of virtual communities and videosharing.</p>
Title of communication objective 2	<p>Promoting the tools and disseminating the results achieved by MADE IN-LAND integrated tourism model to support the collaboration between coastal and inland areas</p>

Description	<p>In order to reach the first specific object which supports and improves the accessibility together with promotion of cultural and natural heritage of inland areas valorising the virtuous liaisons with coastal areas, communication should raise awareness on the reciprocal benefits coming from the cooperation between inland and coastal actors to prompt their networking and the development of common tools for tourism marketing and development. Moreover, once such collaboration are set within the innovative solutions developed by the project Pilot Actions, communication has to unleash their potential to penetrate classical markets, reach new niches and widening the range and quality of users. Finally, pj communication needs to disseminate the results achieved by such territorial and integrated tourism model to consolidate and capitalise the project outputs in crossborder/national/regional strategies.</p>
Target groups	<p>The communication target groups in coastal areas are identified according to the preliminary analysis carried out by WP3 and the marketing plans developed within the pilot actions and integrated to those included in the pj comm. strategy and plan developed at the pj beginning. Each PP in charge for the implementation of pilots and the communication supporting activities (2.5) participates to the identification of the specific target groups which belong to the following main categories: coastal areas tourism businesses and agencies; local businesses who provide services and goods connected with the valorisation of cultural and natural assets; development, environmental, cultural agencies; coastal areas' inhabitants (end-users) and their organisations/associations; local authorities; regional authorities in charge of tourism. development and management plans. Moreover, natural and cultural tourist outside the pj area are targeted by marketing and promotion means.</p>
Tactics/approach	<p>Since MADE IN-LAND implements specific tactics shaped on target groups different potentials and interests, as for the achievement of this comm. goal, it replies the approach adopted for the initial stakeholders involvement but adapted to establish a personal dialogue between inland and coastal actors. The regional events and workshops organised to support the pilot actions (act.2.5) together with the participation to external ones, in this phase, are aimed to present a set of possible collaboration between the two areas, giving evidence of reciprocal benefits, but, most of all, to set specific space where actors concerned can share information within a cooperation tactic. For the scope, the pj provides the LCs members with assistance (PA1, PA2 and PA3) and a set of proper dissemination tools. As for the Pilot Actions and related solutions, the comm. strategy foresees the development of specific comm. plans and tools, in synergy with existing tools and channels dedicated to coastal areas, for advertising and promoting the territorial brand and related card, qualifying OSICs also as communication centers, introduce virtual eco-museums in digital communities and web campaigns. Finally, comm. online thanks to pj social media channels, video sharing platforms, webnews and digital newsletters publication as well as the comm. addressing offline media with press release, conferences and articles are implemented for enlarging to neighbouring contexts the pj integrated tourism model</p>
Title of communication objective 3	<p>Disseminating the project results in terms of effective management of fragile inland landscapes and economic development of inland areas to support their capitalisation in the programme area</p>

<p>Description</p>	<p>The communication strategy adopted aims at disseminating the pj results while giving evidence of their impact in terms of effective management of fragile inland landscapes, valorisation of their natural and cultural assets and economic development of hinterland communities. Given that to consolidate the pj strategy it is necessary to integrate it in the national planning instruments and that is needed to move regional site-specific policies to integrated multi-sectoral ones, communication goal is aimed at reaching national and regional key actors in the territorial and tourism management to prompt their networking, to transfer the project know how and tools together with their validation and enrichment. Moreover, the dissemination of pj results among regional authorities can give durability to the pj outputs focusing investments on inland site specific needs and the services and interventions necessary for connecting hinterlands with coastal areas, urban systems and economic flows.</p>
<p>Target groups</p>	<p>To transfer the pj Strategy and pj tools, reg. authorities are targeted by the comm. strategy as the first beneficiaries, given their institutional goals. As for their capitalization into nat. strategies, the pj comm. targets in particular the Technical Committee for the SNAI, MiBACT (Italian side), Minister of Tourism, Minister of Culture (Croatian side). As for the dissemination and capitalisation of pj results concerning natural/cultural assets conservation and valorisation, the pj targets Legambiente and other Associations/NGOs as communication multipliers and lobbying partners. As for peer2peer reviewing and capitalisation of pj methods and analysis in the scientific community, the comm. Strategy targets the University of Zagreb, National institute for tourism (CRO) and academia/research centers in the pj areas. As for the capitalisation at CB level, the comm. targets the MA/JS of ETC programmes and ESI funds, the EUSAIR board and EU institutions.</p>
<p>Tactics/approach</p>	<p>To disseminate the pj results for their capitalisation in regional/national strategies, MADE IN-LAND adopts cooperation, harmonisation and training tactics. As for the first ones, the pj organises a series of workshops and meetings, of which the technical final conference is the most important one, with the target groups concerned all along the pj impl. to cooperate in the revision of the documents and results, their validation and harmonisation with the national and regional instruments. The comm. supports such activities establishing a continuous flow of information thanks to the internal comm. system which is enlarged to the external actors when needed, sharing the respective comm. channels, developing the so called Tool box for event/activity promotion, using online/offline media for keeping informed about the pj progress, participating to external events. As for this last one, the speaking opportunities programme is particularly important both to disseminate the pj results and cooperate/networking at EU level. The capitalisation is also supported by the involvement of peer actors for the revision and validation of pj results which is addressed by the publication of articles on thematic media. One of the most important elements of these tactics, and the training one in particular, is the capacity to align technical documents with the dissemination tools to give evidence of the impact of the pj results and activate strategic target groups as comm.multipliers.</p>

H - Budget specific information

Does the project opt for staff simplified cost option?	No
Does the project require office and administration costs? (15% of staff costs)?	Yes
Does the project include small scale infrastructures?	No
Evidence of net revenues	No
Activities outside the programme area	No

I - Project

Project main location

Country	IT
Municipality	ANCONA
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	STANKOVCI
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	POLIČNIK
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	LIŠANE OSTROVIČKE
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	BIBINJE
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	PAG
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	KAROJBA
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Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	CEROVLJE
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	POLAČA
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	MUCCIA
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	MONTE CAVALLO
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	FIORDIMONTE
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	FIASTRA
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	IT
Municipality	CASTELSANTANGELO SUL NERA
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	LABIN
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	UMAG - UMAGO
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	ROVINJ - ROVIGNO
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	POREČ - PARENZO
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	OPRTALJ - PORTOLE
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	ŽMINJ
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	PIČAN
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	KRŠAN
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	LANIŠČE
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	TINJAN
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	GRAČIŠĆE
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	BUZET
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	BUJE - BUJE
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	ŠKABRNJA
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	GRAČAC
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Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	GALOVAC
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	NIN
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Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	BENKOVAC
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Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	SVETVINČENAT
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	VIŠNJAN - VISIGNANO
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	KANFANAR
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	LUPOGLAV
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	MOTOVUN - MONTONA
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	VODNJAN - DIGNANO
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	HR
Municipality	PAZIN
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	ZADAR
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	IT
Municipality	TUFARA
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	IT
Municipality	TORO
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	IT
Municipality	SANT'ELIA A PIANISI
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	IT
Municipality	PIETRACATELLA
Address	
Civic number	
ZIP code	
Town	

Project other locations

Country	IT
Municipality	MONACILIONI
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	MACCHIA VALFORTORE
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	JELSI
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	GILDONE
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	GAMBATESA
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Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	CERCEMAGGIORE
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	CAMPOLIETO
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	CAMPOBASSO
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	RICCIA
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	RIOLO TERME
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	SAN LEO
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	POTENZA PICENA
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	CIVITANOVA MARCHE
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	SANT'ANGELO IN PONTANO
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	PENNA SAN GIOVANNI
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	SAN GINESIO
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Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	MONTE SAN MARTINO
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	GUALDO
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Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	CESSAPALOMBO
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Project other locations

Country	IT
Municipality	VISSO
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Project other locations

Country	IT
Municipality	USSITA
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Project other locations

Country	IT
Municipality	SERRAVALLE DI CHIANTI
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	PIEVE TORINA
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	PIEVEBOVIGLIANA
Address	
Civic number	
ZIP code	
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Project other locations

Country	HR
Municipality	ZEMUNIK DONJI
Address	
Civic number	
ZIP code	
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Project other locations

Country	IT
Municipality	BOLOGNOLA
Address	
Civic number	
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Project other locations

Country	IT
Municipality	ACQUACANINA
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Project other locations

Country	IT
Municipality	SARNANO
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Project other locations

Country	IT
Municipality	CAMERINO
Address	
Civic number	
ZIP code	
Town	

Project workplan

WP (N/Title)	Activity (N/Title)	Activity start date	Activity end date	Involved partners (EN Name)
WP 0 - Project preparation	Act 0.1 Preparation of the proposal	01/09/2016	04/07/2017	MARCHE REGION; UNIVERSITY OF CAMERINO
WP 1 - Project management and coordination of activities	Act 1.1 Start-up activities	01/01/2019	01/03/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA

WP (N/Title)	Activity (N/Title)	Activity start date	Activity end date	Involved partners (EN Name)
WP 1 - Project management and coordination of activities	Act 1.2 Day-to-day project management, coordination and internal communication	01/01/2019	30/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 1 - Project management and coordination of activities	Act 1.3 Steering and monitoring of the project implementation	01/01/2019	30/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 1 - Project management and coordination of activities	Act 1.4 Financial management	01/01/2019	30/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 2 - Communication activities	Act 2.1 Start-up activities	01/01/2019	31/03/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 2 - Communication activities	Act 2.2 Awareness Campaign	01/04/2019	31/05/2020	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA

WP (N/Title)	Activity (N/Title)	Activity start date	Activity end date	Involved partners (EN Name)
WP 2 - Communication activities	Act 2.3 Online Communication	01/04/2019	30/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 2 - Communication activities	Act 2.4 Communication toward media	01/04/2019	30/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 2 - Communication activities	Act 2.5 Communication supporting services for pilots implementation	01/10/2019	31/03/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 2 - Communication activities	Act 2.6 Participation to Program and external events	01/04/2019	30/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 2 - Communication activities	Act 2.7 Project communication plan evaluation	01/04/2019	01/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA

WP (N/Title)	Activity (N/Title)	Activity start date	Activity end date	Involved partners (EN Name)
WP 3 - DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	Act 3.1 NATURAL AND CULTURAL HERITAGE ASSESSMENT	19/02/2019	30/04/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MOLISE TOWARDS IL 2000; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 3 - DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	Act 3.2 ANALYSIS OF THE GOVERNANCE FRAMEWORK	19/02/2019	30/04/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 3 - DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	Act 3.3 ORGANIZATION OF LOCAL COMMITTEES	01/03/2019	31/05/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 3 - DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	Act 3.4 DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	01/06/2019	31/07/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	Act 4.1 DRAFTING OF THE ACTION PLAN	01/08/2019	30/09/2019	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA

WP (N/Title)	Activity (N/Title)	Activity start date	Activity end date	Involved partners (EN Name)
WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	Act 4.2 SET UP AND APPLICATION OF AN EVALUATION SYSTEM	31/10/2019	31/01/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	Act 4.3 TESTING OF NEW TOOLS FOR TERRITORIAL MANAGEMENT AND PROMOTIONS	01/01/2020	31/01/2021	AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	Act 4.4 DEVELOPMENT OF ONE STOP INFORMATION CENTERS	01/01/2020	31/01/2021	MARCHE REGION; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO
WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	Act 4.5 DEVELOPMENT OF VIRTUAL ECO-MUSEUMS	01/01/2020	31/01/2021	MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION
WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	Act 4.6 VALIDATION OF THE ACTION PLAN	01/02/2021	31/03/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 5 - CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	Act 5.1 ORGANIZATION OF CRASH COURSES	18/03/2021	09/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 5 - CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	Act 5.2 ORGANIZATION OF ROAD SHOWS	18/03/2021	09/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA

WP (N/Title)	Activity (N/Title)	Activity start date	Activity end date	Involved partners (EN Name)
WP 5 - CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	Act 5.3 ORGANISATION OF MADE IN-LAND FINAL CONFERENCE	11/04/2021	11/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
WP 5 - CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	Act 5.4 SET UP OF A PERMANENT CROSSBORDER OBSERVATORY	11/04/2021	11/06/2021	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA; AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN; MARCHE REGION; MOLISE TOWARDS IL 2000; MUNICIPALITY OF RICCIA; MUNICIPALITY OF SAN LEO; SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION; UNIVERSITY OF CAMERINO; UNIVERSITY OF ZADAR; ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA

Work package details 0

Work package number	0
Title	Project preparation
Description	<p>The project preparation phase was aimed at elaborating the pj working plan, through joint planning methodologies. The activities were carried out in relation to the study, research and collection of all relevant strategies and policies (local, regional, national or "macro regional"), in particular, those concerning the national strategies for inland areas, sustainable tourism and territorial planning/development. Furthermore, the preliminary analysis were carried out in order to identify the synergies with past or current EU and other projects or initiatives, as well as to define the concrete set of outputs or initiatives that the project make use of. According to such analysis, the LP selected and invited to take part in the project consortium those actors who were able to represent inland areas with pilot experiences already launched according to the national strategies, similar or complementary territorial characteristics as well as to provide the partnership with all the technical and scientific skills and knowledge needed. During the pj preparation all the available knowledge was systemized, the improvement areas were identified and set up the pj logical framework trying to adapt a partnership morphology able to enhance everyone's thematic competences. During the preparation phase of the activities, work plan and pj budget were prepared among the partnership. That activity was run by systematic distance work. After having validated the application content, the partnership representatives in the different territories involved, did everything necessary in order to support the LP to formally submit the pj application form. Those activities were coordinated and managed by the LP and PP1, preparing the project structure with the involvement of the partners on definition and sharing the activity plan, preparing the partners' supporting letters, filling in and validating the application form; collecting and sending paper records.</p>
WP expected outputs	
Durability of WP outputs	
Transferability of WP outputs	
Responsible partner	REGIONE MARCHE
Budget	€ 15.000,00

Activity details 0.1

Activity number	1
Title	Preparation of the proposal

Description	<p>This phase aims at elaborating the project working plan, through joint planning methodologies. The project activities include:</p> <ul style="list-style-type: none"> •study, research and collection of all relevant strategies and policies concerning the national strategies for inland areas, sustainable tourism and territorial planning/development, •study, research and collection of outputs and results from previous project/initiatives to capitalize; •critical analysis of the application form, according to the indications provided by the JTS; •identification of improvement areas in the project, setting up its logical framework and structuring new partnership morphology able to enhance everyone's competences; •project budgeting; •definition and sharing of the last version of the AF; •filling in and AF validation of the content and submission; •coordination for the preparation of supporting documents; •uploading the compulsory annexes online; •Contracting procedure
Start date	01/09/2016
End date	04/07/2017
Activity deliverables	AF of the Project: MADE IN-LAND application form developed by LP and PP1 with the support of PPs
Activity budget	€ 15.000,00

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RICCIA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Work package details 1

Work package number	1
Title	Project management and coordination of activities
Description	<p>The KoM operatively establishes the pj management structure. The STEERING COMMITTEE (SC), which includes the PPs representatives, is the body in charge of the manag. & strategic coord. It is supported by the PJ MANAGEMENT BOARD (PMB), responsible for the executive manag. & control, which reports to the SC the advancement on operative & financial level. The PMB is led by LP through an expert Pj Coordinator (PC) and assisted by PPs Pj Managers. LP, as leader of PMB, provides PPs with daily assistance through its PC & FM and with the following manag. tools: WBS, OBS, GANTT, Internal Comm. Manual, Financial Guidelines, Monit.&Quality Control Manual. PPs organize 2 pj meetings per year, including both the SC&PMB, to verify state of art of pj activities, set up interventions of prevention/mitigation of problems, drive replannings of timing & financial sources. The main risks identified for the WP1 are the delays on pj impl. and financial reporting due to a lack of coordination and a weak management system. To avoid such risks MADE IN-LAND adopted the following measures:</p> <ol style="list-style-type: none"> 1. A double level pj monitoring system: at internal level, a monitoring check made by LP twice a year analyses activities run and re-plan anyone in delay; at ext. level an expert is recruited to report on pj progress and propose possible adjustments; 2. As for the financial manag., PMB is supported by a Financial Unit, led by LP through an expert FM which coordinates PPs financial assistants as a unique team. 3. As for the pj impl., 3 further WG are settled within the PMB to supervise the local actions self-run by PPs: <ul style="list-style-type: none"> a. TECHNICAL COMMITTEE (TC), led by PP2 +1 Technical Expert per PP, is in charge of technical guidance & advice; b. SCIENTIFIC TEAM (ST), led by PP1 and composed by Scientific Experts to guarantee scientific supervision & consistency of the pj; c. JOINT COMMUNICATION TEAM (JCT), led by PP7 and composed by PPs Comm. Managers, is in charge of coordination and impl. of activities planned in WP2
WP expected outputs	
Durability of WP outputs	
Transferability of WP outputs	
Responsible partner	REGIONE MARCHE
Budget	€ 553.218,84

Activity details 1.1

Activity number	1
Title	Start-up activities
Description	<p>Once MADE IN-LAND is approved, the LP enter into the Partnership Agreement with PPs and signs the Subsidy Contract with MA taking responsibilities for the whole pj. In the start-up phase, PPs define their internal organizational structure for the pj. management and implementation: LP provides PPs with an OBS - Organization Breakdown Structure which displays organizational relationships between the different Management Bodies, Work Groups, Tasks & Activities, indeed, assigning work to the resources needed for the pj implementation. According to the OBS, PPs draft its internal staff chart where contacts are listed and shared with other PPs. As for the Management Bodies and Work Groups, PPs provide the SC with 1 representative in charge of the management and strategic coordination of the pj, the PMB with 1 Project and 1 Financial Manager, the TC with 1 Technical expert, the JCT with 1 Comm. Manager. PP1 and PP6 provides the ST with 1 scientific expert representing the pj areas.</p>
Start date	01/01/2019
End date	01/03/2019
Activity deliverables	<p>Partnership Agreement - The LP signs a partnership agreement with MADE IN-LAND partners to define and arrange duties and obligations among PPs and towards the MA.</p> <p>Subsidy Contract – the MA and the LP, on behalf of MADE IN-LAND' partnership, signs the subsidy contract prepared by the Ita-Cro Programme and shares it with the other PPs.</p> <p>OBS – it is a hierarchical diagram providing PPs with an organizational perspective of the pj and displaying the pj structure according to the responsibilities for coordination, management, implementation & reporting. The OBS is drafted accordingly with the WBS (see act. 1.2), which displays a more organized representation of the work to be completed in order to identify all the professional figures needed, and the GANTT (see act. 1.2), completed with CPA/PERT method, to assess when staff is fully engaged in the pj implementation and coordination, which are the critical tasks for the pj in-time implementation and, therefore, where further resources are needed. Once OBS, WBS and GANTT are connected they represent the main tools needed for powerful analytics to measure pj and workforce performance.</p> <p>Internal Staff charts – PPs define their internal organizational and operative structure for the manag. & implem. of pj activities, defining skills and allocation of HR, and draft its internal staff chart that feeds the pj OBS. Internal Staff charts includes staff contacts and are shared with all PPs according to the Internal Communication Manual</p>
Activity budget	€ 13.938,68

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RICCIA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 1.2

Activity number	2
Title	Day-to-day project management, coordination and internal communication
Description	<p>LP, as leader of PMB, provides PPs with daily assistance through its PJ Coordinator & Financial Manager facilitating communication on technical/financial/admin. issues within the pj and towards Ita-Cro Progr. PMB is responsible for reporting toward MA/JS each pj semester and monitors on the accomplishment of pj tasks supported by 4 internal WGs:</p> <ul style="list-style-type: none"> • TC, led by PP2 - technical guidance & advisory • ST, led by PP1 - scientific supervision & impl. of analysis/research • JCT, led by PP7 – coord. & impl. of WP2 • FU, led by LP - see act.1.4 <p>WGs supervise the local actions self-run by PPs: they provide PPs with WP's working plans & periodical SoW. WGs are organized within pj meetings (2 per year) and operated through e-meetings. In order to ensure fluidity & effectiveness of pj processes, LP provides PPs with the following tools (presented by PMB to the SG and validated during the KoM): WBS, OBS, GANTT, Internal Comm. Manual, Financial Guidelines, Internal Monitoring & Quality Control Manual</p>
Start date	01/01/2019
End date	30/06/2021
Activity deliverables	<p>WBS – it breaks down the pj into manageable components that can be effectively supervised by WGs. In combination with OBS and GANTT, it allows a more accurate assignment of responsibilities and shows the project milestones, risks and times.</p> <p>GANTT with CPA/PERT charts – the CPA/PERT charts arrange the pj components on a timeline and connect them according to their dependencies in order to let PPs easily manage the workflow, identify the key milestones and tasks, avoid the HR overlapping.</p> <p>Pj Workplans & Statements of Work – WGs produce a detailed description of roles & task for each PP for each pj phase with indication of the phase leaders and responsible for implementing each pj output. They are submitted to the SC for validation and changes. Periodically, WGs send SoW to PPs defining the activities they are in charge of and where to allocate human/budget resources.</p> <p>Internal Communication System & Manual – the system is built on online tools such e-mail based groups, file hosting, instant messaging & videochat service. Its function is to ensure an information exchange and the management of all work at distance between PPs. The system and related procedures are displayed through the Internal Communication Manual.</p> <p>Project progress reports – LP, supported by PPs, drawn up and submit to the JTS pj progress reports on pj implementation every six months with a clear description of activities/outputs produced and minor changes required.</p>
Activity budget	€ 143.711,59

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
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ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
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Activity locations	ITALY
Municipality	RICCIA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
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Activity number	3
Title	Steering and monitoring of the project implementation
Description	The SC, headed by LP, is in charge of the manag. & strategic coordination, monitoring & validation of pj contents & finances, review of the performance & quality of progress, included required modifications. SC takes decisions as an absolute majority of its members with the power of veto & choice of LP in case of decisions that could lead serious consequences for the pj. The SC is supported by the PMB, which is responsible for the pj manag. & administrative/financial control and reports to the SC the pj progress. The PMB is led by LP through its Pj Coordinator and includes 4 WGs (act. 1.2, 1.4). PPs organize 2 SC&PMB per year within pj meetings. A double level pj monitoring system is set up by the PMB. At internal level the monitoring is defined by the Internal Monitoring Manual and foresees a monitoring check made by LP twice a year. At external level, an external expert is recruited to report to the SC a pj evaluation&review once per year, according to the procedure defined with PPs
Start date	01/01/2019
End date	30/06/2021
Activity deliverables	SC & PMB procedures - They are summarized in specific guidelines by the LP and later reviewed/validated by the SC during the KoM. It includes the identification of internal rules, regulations & procedure for decision-making, coordination & management of the SC and PMB. Meeting minutes – SC and PMB are convened during pj meetings. LP organizes the KoM and 6th meeting on 03/19 and 06/21 in Ancona. The other 4 meetings are organized by PP4 in Riccia on 09/19, PP7 in Zara on 01/20, by PP3 in San Leo on 06/20, by PP9 in Pazin on 11/20. Each hosting PP produces a SC and PMB minute with annexed the agenda, attendance list, power point presentations and any other working document. Monitoring & Evaluation system – it is developed to verify state of art of pj activities, set up interventions of prevention/mitigation of problems, drive replannings of timing & financial sources. It includes: •5 Internal pj monitoring reports, made by LP according to the monitoring forms filled in by PPS, about activities run (delays, gaps, causal factors etc.) and indications to better pj impact, effectiveness and quality of the manag. •3 External Evaluator pj evaluation&reviews, assessing the progress of the pj, identifying difficulties and proposing solutions for a sound implementation Internal Monitoring Manual – it explains the M&E System, identifying methodologies, tools & procedures to collect, elaborate and use information with a clear identification of the contributions required from PPs
Activity budget	€ 194.828,17

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CAMERINO
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ZIP code	
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Activity locations	ITALY
Municipality	CAMPOBASSO
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Activity locations	CROATIA
Municipality	PAZIN
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Activity locations	ITALY
Municipality	RICCIA
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Activity locations	ITALY
Municipality	RIOLO TERME
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ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 1.4

Activity number	4
Title	Financial management
Description	PMB is in charge of the admin. & financial control of the pj. It is supported by a WG, the Financial Unit: since the LP is the only responsible for the administrative-financial control regarding the pj manag., it leads the FU through its Financial Manager which coordinates PP's financial assistants (1 x PP) as a unique team. In order to ensure a correct, transparent & timely manag. of the required procedures, as well as the observance of the law in the sector, PPs adopt a systematic distance activity, based on agreed monitoring tools & procedures resumed in the Financial Guidelines. A common Audit Trail is adopted by the FU to track the pj documentation in view of the validation of expenditure and of controls/audits. During each PMB meeting (twice per year), a FU work section is specifically dedicated to supervise and control any administrative problem/documentation. Coherently with the S.Contract, LA ensures an efficient & timely transfer of funds received and manag. of the cash flow
Start date	01/01/2019
End date	30/06/2021

Activity deliverables	<p>Financial Guidelines - it is a handbook of internal administrative and financial procedures: a practical guide for internal use which defines procedures, information flows, limits and responsibilities of the different partners in relation to the administrative and financial management, according to the European and national regulations.</p> <p>First Level Control reports - each project partners is responsible for the certification of the incurred expenditures and the drawing up of the first level control report to submit to the expenditures' certification controller. This activity will be run every six months.</p> <p>Audit trail – LA develops an electronic organizational tool aimed at recording step by step all financial flows and data at PP level and, as an aggregated, at project level. It enables controls/audits to trace the financial data till the source document giving a reliable and transparent management of cash flows and accounting system.</p>
Activity budget	€ 200.740,40

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CAMERINO
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ZIP code	
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Activity locations	ITALY
Municipality	CAMPOBASSO
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ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
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Activity locations	ITALY
Municipality	RICCIA
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ZIP code	
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Work package details 2

Work package number	2
Title	Communication activities
Description	<p>The WP2 main goals are:</p> <ul style="list-style-type: none"> •To raise awareness on MADE IN-LAND positive impacts on inland communities and the reciprocal benefits from the cooperation with coastal areas •To support the involvement of local stakeholders •To disseminate the results achieved and support their capitalisation in the programme area <p>In order to reach such goals, the pj implements different comm. approaches shaped on target groups' potentials and interests in the pj. The Communication Strategy and Plan analyses key actors and target audience and breaks those approaches down in key messages and values, methodologies and tactics, workplans, targets and expected results together with an evaluation protocol aimed at testing the overall comm. system for assessing its efficacy and impacts. Such strategical documents are the main pj tools for the coordination of PPs which is provided by PP7 through the JCT. All PPs are contribute to the JCT with 1 Commu. Manager and who works as a unique team for the impl. of the following actions:</p> <ul style="list-style-type: none"> •Organisation of regional events and participation to external speaking opportunities •Production and distribution of common dissemination materials •Implementation of the online communication trough the pj website, and social channels •Production of a pj video based •Organisation of press conferences during the pj meetings and dispatch of press releases. <p>Each PP is in charge for the organisation of regional events, distribution of communication materials, participation to eternal events, provision of contents and videos for the website, social channels and digital newsletters. PP7 sets up a common Press Office for the manag. of the relations with media, manages the pj online communication and provides the PPs with the common templates and tools assuring a consistent implementation of the pj comm. A set of specific comm. activities is impl. for supporting the Pilot Action with dedicated plans and tools and carried out by PP1, PP5, PP6, PP8, PP9.</p>
WP expected outputs	
Durability of WP outputs	
Transferability of WP outputs	
Responsible partner	AGENCIJA ZA RAZVOJ ZADARSKE ŽUPANIJE ZADRA NOVA
Budget	€ 299.981,33

Activity details 2.1

Activity number	1
Title	Start-up activities
Description	<p>WP2 is coordinated by the JCT which is led by PP7 through its Comm. Manager (CM), and includes PPs comm. responsible as a unique team. PP7 CM works in close contact with LP's CM in the drafting of a Comm. Strategy and Plan tailored on pj key actors and target audience and including communication aims, consistent with the pj obj. and WPs, approaches, related messages and key values. JCT is formally established and convened during the KoM for reviewing the Communication Plan and submitting to SC. Once the Strategy is validated by the SC, a specific WP2 Comm. Plan including tools, tasks, resources, timescale, evaluation&amendment procedures is defined by PP7 and shared/reviewed by JCT. An internal comm. system is set up (act.1.2) and managed by LP together with PP7 to support in planning & impl. of the comm. act. LP, through its CM, is also in charge for the cooperation with MA/JS on comm. issues. The KoM meeting is organized to present MADE IN-LAND to media through a specific press conf.</p>
Start date	01/01/2019
End date	31/03/2019
Activity deliverables	<p>Communication Strategy: PP7, supported by LP, drafts out the strategy for the pj communication defining communication aims consistent with pj purposes, outlining the key messages and values to transfer and related approaches, analysing key actors and target audience, identifying the methodologies and tactics to catch their interest on the pj and maintain it during the whole pj lifetime. The Communication Strategy is reviewed within the JCT during the KoM and later validated by the SC.</p> <p>Communication Plan: The Communication Plan is drafted by PP7 as an annex to the Communication Strategy. Once the Strategy is reviewed and validated by the SC, the plan is fine-tuned by the JCT and put into operation. It details the communication activities and tools, the timeplan, the resources needed, the targets to achieve and expected results together with evaluation and amendment procedures consistent with the communication evaluation protocol (act.2.7).</p> <p>Internal Communication System: as previously displayed in act.1.2, a system for internal communication is set up with on online tools also for the scope of a consistent and effective WP2 implementation.</p> <p>KoM Press conference – The KoM is organized by LP and includes a Press Conference to present the project to local and national media. LP drafts a Press Release and pj presentation to be issued to local and national media. Other PPs translate, when needed, and send them to regional media and contacts for a wider dissemination.</p>
Activity budget	€ 11.955,44

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RICCIA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 2.2

Activity number	2
Title	Awareness Campaign
Description	<p>An Awareness Campaign is implemented at beginning of the pj to catch public and comm. targets attention and in the middle of the pj implementation to keep their attention up. PP7 selects a subcontractor to design specific Visual Identity Package (VIP) for pj dissemination products & campaigns. Once VIP is developed and approved by JCT&SC, PPs produce the following dissem. materials:</p> <ul style="list-style-type: none"> •pj flyer with a short presentation of MADE IN-LAND; •Roll up for pj events; •Pj posters to be placed at PPs premises and pj events; •PJ gadgets to be spread during events; •Pj Infographic with a short pj portrait. <p>After the KoM, PPs organize 1 regional event to present MADE IN-LAND locally. The activity is coordinated by PP7: it invites PPs to draft a list of local targets and prepares an invitation to be translated in national lang. together with a press release. In the middle of the pj impl (February 2020), a second Regional event is organized to present pj progress and results achieved.</p>
Start date	01/04/2019
End date	31/05/2020
Activity deliverables	<p>Visual Identity Package: PP7 produces the package which includes the pj logo and design templates provided by the Programme and their adaptation for the pj branding later used for specific act. (2.5) and products.</p> <p>Dissemination materials: According to the templates provided by PP7, LP, PP5, PP7, PP8, PP9 produces each one:</p> <ul style="list-style-type: none"> •500 flyers with a short presentation of the pj in national language + 500 flyers in English printed by PP7; •2 roll up to be used during events; •10 posters – 1 poster for each PP is made by the editing of the design provided by the Programme to be placed at PPs premises while the other posters are edited according to the VIP to be used during events; •500 project gadgets to be spread during the events and campaigns; •2 digital infographic in national languages, 1 made at the beginning and 1 at mid-term ,displaying a portrait of the pj with main figures for online campaigns <p>Regional event minutes, invitations and press release : LP, PP3, PP4, PP7, PP9 organizes 1 regional event on 12.18 to raise awareness among local stakeholders on the pj and its contents. PP2, PP5, PP6, PP8, PP9 organizes 1 regional event on 02/2020 to present pj progress and results achieved. They produce a minute of the event with annexed the agenda, attendance list, power point presentations and any other working document. PP7 prepares an invitation and a press release to be translated in national lang. by PPs and sent to a list of local targets.</p>
Activity budget	€ 35.861,31

Activity locations	ITALY
Municipality	ANCONA
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ZIP code	
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Activity locations	ITALY
Municipality	CAMERINO
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Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
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Activity locations	ITALY
Municipality	RICCIA
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ZIP code	
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 2.3

Activity number	3
Title	Online Communication
Description	PPs develop tools and methods for online communication: PP7 regularly updates the project website hosted on the Programme webplatform collecting news, insides and main documents to be published online for dissemination from PPs. PPs links their institutional websites to the the Italy-Croatia CBC Programme platform in order to give more visibility among their contacts and publish a short description of the MADE IN-LAND in local language. PP7 registers pj social media channels (Facebook, Twitter, Instagram, Youtube) and provides effective content management involving main target groups through a specific campaign. PP7 produces also a project video to be published online on video sharing platforms thanks to the contribution of PPs that develops 1 section each one with storytelling, interviews, illustration of pj results and case studies. PP7, supported by PPs CMs, draws up a digital newsletter every 6 months to be spread up among project communication plan's list of targets.
Start date	01/04/2019
End date	30/06/2021
Activity deliverables	<p>Project website: it is hosted on Programme webplatform and regularly updated by PP7 which collects from PPs news, insides and main documents edited for online publication. They are organized by PP7 thanks to website sections which are linked to PPs websites on a specific page, directly accessible from the homepage, to increase their visibility. PPs publish on their websites also a pj short description, dissemination materials (flyer and infographic) and press release in nat. language.</p> <p>Social media channels: PP7 registers a pj accounts on Facebook, Twitter, Instagram & Youtube and collects materials (posts, tweets, pictures & videos) from PPs for content management. In order to promote and give wider visibility, a social media marketing strategy is developed by PP7 within the Communication Strategy & Plan. PPs are invited to share contents on their social channels and target groups contacts.</p> <p>Pj video: Each PP is in charge of producing video materials based on storytelling, interviews, illustration of pj results and case studies. PP7 provides PPs with guidelines about how to produce video contents for online dissemination. Short videos are collected during pj implementation to be disseminated on video sharing platforms and later edited in a long pj video version by PP7.</p> <p>Digital newsletter: A six-monthly newsletter is drafted by PP7 with the contribute of all PPs and disseminated via email and web to the list of contacts of comm. targets to keep them updated on the pj progress</p>
Activity budget	€ 44.781,86

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	ITALY
Municipality	CAMERINO
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Activity locations	ITALY
Municipality	CAMPOBASSO
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ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
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ZIP code	
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Activity locations	ITALY
Municipality	RICCIA
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ZIP code	
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
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Activity details 2.4

Activity number	4
Title	Communication toward media
Description	PP7 sets up and manages, through its Comm. Manager, the MADE IN-LAND Press Office who is in charge of addressing the relationships with Media and coordinating related PPs' tasks. Pj Press Office is in charge of organizing press conferences, drafting press releases, web news and tracking them within a press clip. In particular, PPs organize a press conference each pj meeting: PP7 provides them with a press kit and press release to be translated into nat. languages and spread at local level by each PP. PP7 supports also the organization of pj events (workshops, awareness campaigns, transferring activities) with a specific media tool for the event promotion shaped on their specific needs as well as the implementation of act.2.5 as far as media are concerned. As for the content management of social media and websites, it regularly collects and share web news with PPs. Finally, it coordinates the publication of articles: each PP publishes at least 1 article on thematic/national media
Start date	01/04/2019
End date	30/06/2021

Activity deliverables	<p>Press conferences & releases: 1 press conference is organized during each pj meeting (6). Hosting PPs invite local media and, supported by PP7, draft a press kit made of a press release with a presentation, insights and graphics/pictures of the pj. Other PPs translate the press releases in nat.language, if needed, and disseminate among national/local press contacts.</p> <p>Web news: Pj Press Office publishes on pj online channels at least 2 web news per month in order to keep online media attention on the pj. PP7 prepares a 6 months programme with the different topics and PPs in charge of the drafting.</p> <p>Tool box for event/activity promotion: Further press releases are drafted by PP7 to promote/inform about specific events/actions (i.e. act.2.5). PP7 develops a tool box for promotion toward media made of a short presentation of the pj and insights shaped on the different contents and comm. targets, a pj calendar and online contacts for deeper information.</p> <p>Project articles: each PP, supported and coordinated by Pj Press Office, publishes at least 1 article on media according to their roles for:</p> <ul style="list-style-type: none"> •for peer2peer review of technical/scientific publications •dissemination of technical contents in the thematic community •pj promotion on national/regional media. <p>Press clip: in order to give evidence as well as support Pj Comm.Evaluation (act.2.7), PP7 collects all press releases and web news and organize them in a press clip with date, media concerned, topic treated and coverage</p>
Activity budget	€ 38.680,42

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
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Activity locations	ITALY
Municipality	RICCIA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 2.5

Activity number	5
Title	Communication supporting services for pilots implementation
Description	<p>PPs, supported by TC, develops specific communication tools for supporting pilots impl. In particular:</p> <ul style="list-style-type: none"> •PA1 – communication plan and tools for promoting the territorial brand and related card in synergy with existing tools and channels dedicated to coastal areas, according to the pj win-win cooperation approach. PP9 and PP6 map the tools and, thanks to a workshop with stakeholders and tourism actors, develop the comm. materials; •PA2 - communication plan and tools for promoting OSICs. An advertising and communication campaign is carried out by PP1 both online and offline. Communication tools are developed to qualify the equipment of the OSIC, provide information on inland areas and related services and goods. •PA3 - communication plan and tools for promoting the virtual eco-museum. A specific web campaign is drafted out by PP6 and PP9 together with the tools for the promotion (online and offline) of virtual eco-museum services through PPs and stakeholders websites/social media
Start date	01/10/2019
End date	31/03/2021
Activity deliverables	<p>PA1 – communication box: PP9 & PP6 map existing tools and channels for the touristic promotion of coastal areas and assess their potential and consistency with PA1 actions and goals. They organize a workshop with actors and stakeholders concerned by PA1 to develop a proper communication plan for the territorial brand as well as the smart card system. They produce the dissemination materials foreseen by the strategy and spread them through the mapped channels. The communication box is made by the map, plan and materials here described.</p> <p>PA2 – communication box: to promote OSICs, PP1 drafts out a specific plan for disseminating information on inland areas' natural/cultural assets and the related services and goods. The communication online and offline tools developed according to the plan are developed taking advantage of potential synergies with coastal areas, for an easy dissemination through PPs/stakeholders channels and in order to qualify OSICs equipment. The communication box is made by the plan and the tools here described.</p> <p>PA3 – communication box: The communication box is composed by a web communication plan for promoting the virtual eco-museums drafted by PP5 & PP8 together with specific cross-device digital tools. The communication materials are developed in order to be spread through PPs and stakeholders online channels and to be integrated as an external communication service on existing tools and channels for the territorial and touristic promotion of coast areas</p>
Activity budget	€ 106.293,26

Activity locations	ITALY
Municipality	ACQUACANINA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	BENKOVAC
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	BIBINJE
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	BOLOGNOLA
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	BUJE - BUJE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	BUZET
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CAMPOLIETO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CASTELSANTANGELO SUL NERA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CERCEMAGGIORE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	CEROVLJE
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CESSAPALOMBO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CIVITANOVA MARCHE
Address	
ZIP code	
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Activity locations	ITALY
Municipality	FIASTRA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	FIORDIMONTE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	GALOVAC
Address	
ZIP code	
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Activity locations	ITALY
Municipality	GAMBATESA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	GILDONE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	GRAČAC
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	GRAČIŠĆE
Address	
ZIP code	
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Activity locations	ITALY
Municipality	GUALDO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	JELSI
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	KANFANAR
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	KAROJBA
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Activity locations	CROATIA
Municipality	KRŠAN
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Activity locations	CROATIA
Municipality	LABIN
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	LANIŠĆE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	LIŠANE OSTROVIČKE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	LUPOGLAV
Address	
ZIP code	
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Activity locations	ITALY
Municipality	MACCHIA VALFORTORE
Address	
ZIP code	
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Activity locations	ITALY
Municipality	MONACILIONI
Address	
ZIP code	
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Activity locations	ITALY
Municipality	MONTE CAVALLO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	MONTE SAN MARTINO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	MOTOVUN - MONTONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	MUCCIA
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	NIN
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	OPRTALJ - PORTOLE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAG
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
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Activity locations	ITALY
Municipality	PENNA SAN GIOVANNI
Address	
ZIP code	
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Activity locations	ITALY
Municipality	PIETRACATELLA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	PIEVE TORINA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	PIEVEBOVIGLIANA
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PIĆAN
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	POLAČA
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	POLIČNIK
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	POREČ - PARENZO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	POTENZA PICENA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	RICCIA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ROVINJ - ROVIGNO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SAN GINESIO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SANT'ANGELO IN PONTANO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SANT'ELIA A PIANISI
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	SARNANO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SERRAVALLE DI CHIANTI
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	STANKOVCI
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	SVETVINČENAT
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	TINJAN
Address	
ZIP code	
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Activity locations	ITALY
Municipality	TORO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	TUFARA
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	UMAG - UMAGO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	USSITA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	VISSO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	VIŠNJAN - VISIGNANO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	VODNJAN - DIGNANO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZEMUNIK DONJI
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ŠKABRNJA
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ŽMINJ
Address	
ZIP code	
Town	

Activity details 2.6

Activity number	6
Title	Participation to Program and external events
Description	LP, supported by PP7, participate and represents the project to the Annual Italy – Croatia Programme events and to information and training seminars organized by the Programme (Web platform trainings; Communication/implementation trainings for projects). Each PP participate at least to further 2 events organised by European institutions (RegioStar/ The European Week of Regions and Cities), European Cooperation Day and other relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area. PP7 is in charge of the programming and coordination of such speaking opportunities to avoid duplication of participations and to find the best pj delegates for each event. PPs provides a list of annual potential events to feed the programme. Each project area prepares also an annual programme of networking activities and events with local stakeholders to foster the dialogue with local key targets.
Start date	01/04/2019
End date	30/06/2021
Activity deliverables	Italy – Croatia Programme events minutes: LP and PP7 participate to the Annual Italy – Croatia Programme events and to information and training seminars organized by the Programme (Web platform trainings; Communication/implementation trainings for projects) and report them to other PPs through specific minutes including also the agenda, power point presentations and any other working document. Annual speaking opportunities programme and minutes: PP7 collects PPs proposals about networking activities and events organised by local stakeholders where participate for fostering the dialogue with local key targets, raise awareness on project contents and disseminate project results. The proposals are completed with further speaking opportunities provided by EU institutions and other ETC Programmes and projects overlapping the same cooperation which are proposed by the JCT as events for potential pj dissemination and networking. Once prepared a draft, JCT/SC approves the programme and identifies the PPs for participation to avoid duplication of resources and to find the best project delegates for each event. Each PP participates at least to 2 external events and reports it to the whole partnership with proper minutes. PP7 develops a specific event communication tool (see act.2.4 - Tool box for event/activity promotion).
Activity budget	€ 48.322,92

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMPOBASSO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	RICCIA
Address	
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 2.7

Activity number	7
Title	Project communication plan evaluation
Description	The communication system is tested periodically by the JCT to ensure messages are received and understood and the receivers are satisfied with the method deployed. It is conducted an evaluation of the MADE IN-LAND communication plan according to the communication evaluation protocol developed by PP7, both during its implementation (intermediate report), and after its completion (final report). The intermediate evaluation allows the SC and JCT to make the necessary adjustments and respond to new information and needs at mid-project cycle, while the final evaluation provides valuable lessons for future projects, for the communication activities of the Permanent CrossBorder Observatory (act.5.4) and those foreseen within the Action Plan (act.4.1) . All the project meetings and the related interaction with target groups are used to make an informal evaluation while online communication tools are shaped with proper analysis tools.
Start date	01/04/2019
End date	01/06/2021
Activity deliverables	<p>Communication evaluation protocol: PP7 drafts a monitoring and evaluation protocol for assessing the efficacy and impact of the comm.activities. The protocol defines the roles, indicators and means of verification together with the expected target values. The data collection is implemented all along the pj impl. thanks to specific tools: interviews and questionnaires to stakeholders, data analytics on website and social channels, online surveys, data collection during pj events, press clip and development of an archive about dissemination products. The protocol is reviewed by JCT and validated by the SC.</p> <p>Intermediate report: PP7 produces a monitoring form to collect and complete the data coming from interviews and questionnaires, website and social channels analytics, online surveys, events, press clip. PPs fill in the form at pj mid-term to feed the intermediate report produced by PP7. The report is presented to the SC and JCT to make the necessary adjustments and respond to new information and needs. According to the SC revision, a Statement of Work is issued to PPs defining how to improve communication impact in the following period.</p> <p>Final report: using the monitoring form filled in by PPs and the data collected thanks to the communication monitoring system, PP7 provides the JCT and SC with a final report highlighting lessons learnt and weak points for future pj, for the communication activities of the PCO (act.5.4) and those foreseen within the Action Plan (act.4.1).</p>
Activity budget	€ 14.086,12

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	ITALY
Municipality	CAMERINO
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Activity locations	ITALY
Municipality	CAMPOBASSO
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Activity locations	CROATIA
Municipality	PAZIN
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Activity locations	ITALY
Municipality	RICCIA
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Activity locations	ITALY
Municipality	RIOLO TERME
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Activity locations	ITALY
Municipality	SAN LEO
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Activity locations	CROATIA
Municipality	ZADAR
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Work package details 3

Work package number	3
Title	DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS
Description	<p>WP3 main obj. is to promote and valorise inland natural/cultural assets, together with the related economic and social activities, within an integrated sustainable tourism strategy for launching new development process and enhancing population wellbeing. To reach such goal the project develops a cross-border strategy for the sustainable economic and territorial development of inland areas. In the first stages of the pj implementation PPs carry out a set of preliminary territorial analyses which give the technical- scientific base of information for the strategy develop. The ST (PP1 and PP6) develops a common method for:</p> <ul style="list-style-type: none"> -Mapping the main natural/cultural assets in the PPs areas -Evaluate their conservation status and fragility -Assess their accessibility conditions and connections with coastal areas -Rate their attractiveness and market potential -analyse policies, programmes and planning practices for the manag. of inland natural/cultural heritage; -identify and review best practices -mapping the investments carried out and evaluate the results achieved. <p>All PPs collect the data and provide the ST with the information needed to complete a final report. The core of the WP is the set up of Local Committees (LC) through the involvement of the stakeholders assessed as relevant according to their potential to benefit from the conservation & valorisation of natural/cultural assets: LP, PP8, PP5, PP7, PP9 (each one in charge of 1 LC) organise 4 workshops for the revision and enrichment of the preliminary analysis toward the definition of the CB Strategy. LP, supported by PP1 and PP2, drafts the strategical document which is later reviewed and validated by the SC, LCs and the national key stakeholders who are in charge for its capitalization in the national policies. Indeed, the CB Strategy which represents the main pj output, is developed in order to be adopted and applied by such a wide range of actors for local, national and transboundary networking.</p>
WP expected outputs	<p>The main output is the activation of local actors' networks for the development of a CB STRATEGY FOR THE SUSTAINABLE ECONOMIC AND TERRITORIAL DEVELOPMENT OF INLAND AREAS by means of natural/cultural heritage conservation and promotion. Furthermore, 25 actors are directly involved in the application of the CB STRATEGY and the testing of the related ACTION PLAN (WP4). The strategy is based on the assessment of the natural/cultural heritage of pj areas through a method that provides comparable data at CB level in terms of conservation, accessibility, attractiveness and unexploited potentials. Such evaluations are the premises for focusing on natural, cultural and functional interdependencies between hinterlands and coastal areas and working on their environmental and cultural continuity in terms of touristic accessibility, connections, integrated destination management. The strategy is also based on an analysis of governance frameworks to identify and capitalise best practices in the field. The activation of local networks is the precondition for its effective application which is addressed through the set up of 5 LOCAL COMMITTEES (LCs), according to a community-based manag. approach: at least 5 actors for each LC are involved in the strategy application for promoting natural/cultural heritage through sustainable tourism. The comprehensive features of the strategy are prompted by its adoption at CB level by National Authorities. The document includes preliminary analysis; a common vision for inland's revitalization through the valorisation & protection of natural/cultural assets; the objs. in a mid to long-term perspective; the domains/fields of application with recommendations for the Action Plan's development; the preconditions for its application (the consolidation of local networks, activation of win-win collaborations with coastal areas, permanent cooperation & coordination in the Adriatic basin); the key actors to be involved for its adoption and implementation.</p>
Durability of WP outputs	<p>Since the sustainable economic and territorial development of inland areas is a continuous process, the CB Strategy is drafted in a long time perspective and needs a dedicated set of actions to ensure its application in the long term. The CB Strategy is developed according to real and site specific needs and solutions, identified through the active involvement of all the key actors which is a precondition for their durable commitment to its application. The CB strategy is reviewed and validated by the nat. institutions in charge for the Italian Strategy for Inland Areas and the Croatian Tourism Strategy (act.3.4) in order to easily align the documents and benefit of the related technical and financial resources (act.4.6; act.5.3). An Action Plan is developed to set the tasks and resources needed for the application of the CB Strategy which is further assured thanks to the establishment of a permanent technical body (5.4) for its adoption and implementation after the pj closure.</p>
Transferability of WP outputs	<p>The integration of the CB Strategy into the nat. policies and planning instruments, thanks to the organization of ad hoc events such workshops (act.3.4 and 4.6) and conferences (5.3) with the nat. bodies previously recalled, is aimed at fostering its adoption also in other programme areas. The Italian Strategy for Inland Areas and the Croatian Tourism Strategy are implemented at reg. level through specific agreements, investments and projects: the cross-fertilization of the strategies prompted by MADE IN-LAND with the addition of the main pj outputs and tools in the national programmes assures their replication in other territories. One of this best practices to be reproduced as a precondition for an effective conservation and promotion of the natural/cultural heritage is the community based manag.model developed thanks to the Local Committees pj experience. The PCO established at end of the pj will assist the transferring process making available the knowledge and tools collected.</p>
Responsible partner	UNIVERSITA' DEGLI STUDI DI CAMERINO
Budget	€ 152.157,18

Activity details 3.1

Activity number	1
Title	NATURAL AND CULTURAL HERITAGE ASSESSMENT

Description	<p>Preliminary territorial analyses are carried out to identify key natural & cultural assets and their specific characteristics. PP1 develops a common method for the collection and analysis of data completed with a common set of indicators to:</p> <ul style="list-style-type: none"> •Map the main natural and cultural assets in the pj areas •Evaluate their conservation status and related fragility •Assess their accessibility conditions (physical and virtual) and connections with coastal areas •Rate their attractiveness and market potential (including an analysis on connected services and products) <p>ST validates the method and coordinates the application in the pj areas: PP2, PP3, PP5, PP7, PP9 collects data through common pj forms to be entered in a CB database. PP1 and PP6 analyse the data and produces a final report to be validated by the SC. The report includes recommendations on possible thematic pathways/itineraries, with regard to tourism or other sustainable use of the local heritage, for Pilot Actions implementation</p>
Start date	19/02/2019
End date	30/04/2019
Activity deliverables	<p>Guidelines for natural and cultural heritage analysis: PP1 develops a method, with a set of indicators and measures, for the collection and analysis of data on key natural & cultural assets in the pj areas which is reviewed and validated by PP6 and, finally, summarized in specific guidelines for PPs. The method is aimed at identifying main natural and cultural assets, assess their conservation status, fragility and vulnerability aspects, accessibility conditions and unexploited potentials.</p> <p>CB database of natural and cultural heritage: according to the guidelines, PP2, PP3, PP5, PP7, PP9 map and collect data on local natural and cultural assets in the pj areas. PP1 and PP6 summarize the data in a geo-referenced database and trace connections with coastal areas and both existing and potential thematic pathways/itineraries. The database is later uploaded on pj website as an online repository on natural and cultural heritage in the area.</p> <p>Natural and cultural heritage assessment: PP1 and PP6 analyse the data collected and draft a final report with an assessment on:</p> <ul style="list-style-type: none"> • conservation status of mapped natural and cultural assets + recommendations for improving their protection; • physical and virtual accessibility conditions + recommendations on how to improve connections with coastal areas; • attractiveness and market potentials of mapped sites and connected services and products + recommendations for touristic and sustainable valorisation through common actions with coastal areas
Activity budget	€ 48.078,44

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	ITALY
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Activity locations	ITALY
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Activity locations	CROATIA
Municipality	ZADAR
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Activity details 3.2

Activity number	2
Title	ANALYSIS OF THE GOVERNANCE FRAMEWORK
Description	A comparative analysis of policies, programmes and planning practices is carried out to assess the current state of the governance in Italy and Croatia and pave the ground for the development of a common trans-border framework for the management of inland natural and cultural heritage. To reach this goal, the analyses is enriched with the identification, collection and review of best practices both from the involved territories and other Countries (literature review). A map of carried out investments is added to the analysis together with an evaluation of achieved results, with a particular focus on valorisation, accessibility and market penetration aspects. PP6, supported by PP1 as ST leader, develops a common method for the collection and analysis of data. LP, PP3, PP4, PP7, PP9 collects the data while PP1&PP6 systematize the data collected and complete the final report with a comparative analysis of the best practices in the field.
Start date	19/02/2019
End date	30/04/2019

Activity deliverables	<p>Guidelines for governance analysis: PP6, supported by PP1, develops a method for the analysis of policies, programmes and planning practices for natural & cultural heritage protection and valorisation in Italy and Croatia with a specific focus on pj inland areas. The method is aimed also at identifying key actors and resources, financial data on investments together with indicators for assessing their impact. The methodology is summarized in specific guidelines for PPs surveys.</p> <p>Best practice catalogue: PP1 and PP6, supported by PPs, carries out a literature review to identify, collect and review best practices for the natural and cultural heritage protection and valorisation from other Countries. The best practices are summarized in a catalogue to be used as a matrix for identifying best ones in the involved territories. Final report on governance framework: according to the method developed, LP, PP3, PP4, PP7, PP9 collects data on regional policies, programmes and planning practices. PP1&PP6 systematize the data collected and produce a comparative analysis of governance frameworks in Italy and Croatia resumed in a final report which highlights the weaknesses and the best practices in the field.</p> <p>Map of investments: A map of the investments carried out in the pj areas is drafted and added to the final report by PP1 and PP6 together with an evaluation of results achieved in terms of protection, fruition, accessibility, market penetration, spin-offs and cost effectiveness.</p>
Activity budget	€ 34.844,76

Activity locations	ITALY
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Activity locations	ITALY
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Activity locations	CROATIA
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Activity details 3.3

Activity number	3
Title	ORGANIZATION OF LOCAL COMMITTEES
Description	PPs map local stakeholders (SH) dividing them in 4 categories (communities repr./businesses/LAs/technicians&academia - quadruple helix) and assess as relevant those with the highest potential to benefit from the conservation & valorisation of natural/cultural assets. Such SH analysis method based on benefit criteria is developed by PP1 within the ST. Each PP sets up the Local Committee through the involvement of the detected relevant SH. 1 LC is established in each pilot area. Each LC is involved in 4 workshops for the sharing and revision of the preliminary analyses and the CB strategy (see act.3.4) in order to prompt a community-based management approach (CBM) aimed at developing a partnership between cultural/natural resources and communities while generating a revenue to benefit the community as well as its resources manag. PP1 defines the methods&tools for LC manag. which are validated by the TC and applied by LP, PP8, PP5, PP7, PP9 (each one in charge of 1 LC)
Start date	01/03/2019
End date	31/05/2019
Activity deliverables	<p>Stakeholder analysis method: PP1, supported by PP6, develops a stakeholder analysis method adapted to the pj goals which sets 4 stakeholders categories (quadruple helix) according to specific characteristics and assess as relevant those with the highest potential to benefit from the conservation & valorisation of natural/cultural assets. The method is resumed in specific guidelines for PPs application.</p> <p>Local Stakeholders map: PPs apply the stakeholder analysis method and collects the data on the related forms. PP1 and PP6 alaise the data and produce a list of stakeholders for each pj area together with their description.</p> <p>LCs management tool box: PP1 supported by PP6 defines the methods and tools for LCs management which includes guidelines on best facilitation methods to be applied according to the different workshops' goals, motivational resources, communication actions and materials.</p> <p>LCs meeting minutes: LP, supported by PP1 and PP2; PP8 supported by PP3; PP5 supported by PP4; PP7 supported by PP6; PP9 sets up 1 LC per pj region inviting the key stakeholders previously identified to the following 4 workshops:</p> <p>1-Pj introduction and presentation 2-Sharing and revision of the natural and cultural heritage assessment (Act.3.1) 3-Sharing and revision of the analysis of the governance framework (Act.3.2) 4-Wrap up and final recommendations for the pj strategy</p> <p>They produce a minute for each one with the agenda, attendance list, presentations and working documents</p>
Activity budget	€ 39.481,57

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	CROATIA
Municipality	ZADAR
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Activity details 3.4

Activity number	4
Title	DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS
Description	PPs are involved in the definition of a common strategy for inland areas based on the data and analyses drafted in the previous pj activities. LP, supported by PP1 (ST leader) and PP2 (TC leader), draft a first version of the strategy which is submitted to PPs and LCs for its revision. Once SC validates the strategy, a technical workshop is organized involving both a SC delegation, the Technical Committee for the National Strategy for Inland Areas - Presidency of the Council of Ministers, Minister of Cultural Heritage and Activities and Tourism and Legambiente (Italian side), and the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatian side) to review and validate the document at national level. The strategy contains also specific recommendations for the development of an Action Plan (WP5)with related domains/ fields of application and the institutions to be involved for the future adoption of the CB Strategy+Action Plan
Start date	01/06/2019
End date	31/07/2019
Activity deliverables	Technical workshop minute: The Strategy, as validated by SC, is shared with the Technical Committee for the National Strategy for Inland Areas, MiBACT and Legambiente (Italy, the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatia) within a technical workshop. LP produces a minute of the meeting with the agenda, attendance list, participants reviews, papers, presentations and working documents.
Activity budget	€ 29.752,41

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	ITALY
Municipality	SAN LEO
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Activity locations	CROATIA
Municipality	ZADAR
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Work package details 4

Work package number	4
Title	DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION
Description	<p>The obj. of WP4 is to improve the accessibility to inland areas valorising the connections and synergies with coastal areas and to promote inland natural/cultural assets, together with the related economic and social activities, within an innovative territorial manag. system. The TC, led by PP2, drafts out an Action Plan outlining the actions needed to address the preconditions for the application of the CB Strategy for inland areas, reach its goals and break them down into specific Pilot Actions work-plans. The first Pilot Action (PA) is implemented by PP7 and PP9 developing an innovative territorial manag. and promotional system based on a territorial brand which aggregates and qualifies the natural/cultural tourism offer and promotes it through a common tourism-marketing plan in synergy with coastal areas. The second PA is developed by the LP to improve the accessibility of inland areas launching an innovative One Stop Information Centres system which intercepts touristic flows toward coastal areas and connects them with all the services and offers of inland destinations. The third PA is implemented by PP3 and PP4 who develop a virtual eco-museum to improve virtual accessibility of inland areas providing tourists with the contents of "digitalised" natural/cultural assets within an augmented reality system. PP2, PP5, PP6 and PP8 support their regional partners not only in the implementation of such pilots but also in their evaluation applying the innovative evaluation system developed by PP1 to test the pj Action Plan in terms of positive impacts on local communities wellbeing. According to the impact evaluation of PAs, the TC reviews the Action Plan and shares it with LCs and national stakeholders for its final validation. The LCs are also actively involved in the PAs implementation thanks to the application of a community based management system which empowers them with the skills and knowledge for the use of WP4 outputs within and after the pj closure</p>
WP expected outputs	<p>WP4 expected output is to improve the physical and virtual accessibility of 3 inland natural/cultural heritage destinations (Valle del Chienti, Fortore, San Leo – Italy) valorising connections and synergies with coastal areas through innovative IT services. Moreover, an expected output is the promotion of 4 inland and 2 coastal cultural/natural assets in Zadar and Istria County, with related economic and social activities, through the development of 2 territorial brands and tourism marketing plans within an innovative territorial manag. system. The TC drafts an Action Plan that includes the preconditions for the CB Strategy's application, the actions to reach its mid – long term goals and the recommendations for testing it through Pilot Actions (PAs). The 1st PA, implemented by PP7 & PP9, develops the innovative territorial manag. & promotional system based on 2 territorial brands which aggregates and qualifies the natural/cultural tourism offer in Zadar and Istria County and promotes it through a common tourism-marketing plan in synergy with coastal areas. The 2nd PA, developed by LP, improves the accessibility of Valle del Chienti launching a One Stop Information Centres system which intercepts and connects touristic flows toward coastal areas with inland destinations' services and offers. The 3rd PA, implemented by PP3 & PP4, develops a virtual eco-museum to improve virtual accessibility of Fortore and San Leo areas providing contents of digitalised natural/cultural assets within an augmented reality system. PP2, PP5, PP6 & PP8 support the implementation and evaluation of PAs through a system developed by PP1 for measuring positive impacts on local communities wellbeing. According to such evaluation, the TC reviews the Action Plan and shares it with LCs and national stakeholders for its validation. LCs are involved in PAs implementation through a community based manag. system which empowers them with the skills/knowledge for a durable use of WP4 outputs.</p>
Durability of WP outputs	<p>The Action Plan benefits from the actions applied for giving durability to the CB Strategy as far as the two documents are strictly connected. The territorial brand is supported by an innovative smart card system which provides a full range of data about the economic impact, dimension and distribution of the flows generated. It represents a dashboard for the brand manag. actors to adapt the strategies, focus investments on cultural/natural assets, leverage new incomes from local SMEs in order to assure sustainability to the output. As for the OSICs and Virtual Eco-museums, a community based manag. approach is implemented to assure their long time sustainability: OSICs are managed through local trained staff as a showroom where selling their services and goods in order to support the related costs with the generated incomes; virtual ecomuseums are conceived as a socialweb platform to reduce the content management costs, generate incomes while prompting a social communication strategy.</p>
Transferability of WP outputs	<p>As for the transferability of WP4 outputs, a key role is played by the evaluation system developed by the pj: it is conceived for collecting data from PAs, elaborating them and providing information on the efficacy and impacts of the Action Plan and the CB Strategy. Since it is based on an innovative approach which measures the impact of the target actions on local communities wellbeing in the short & long term, it provides a large set of data also for the transferring and capitalisation of such strategic documents and the related tools. As a matter of fact, the final PAs evaluation impact is summarized in a final report based on good practices and "do's and don'ts" for an easy transferring of the pj model. Moreover, it represents the main instrument adopted by the PCO (act.5.4) to provide stakeholders with a long-lasting assistance in the impl. of the Action Plan and National Authorities in the integration of joint CB strategies for inland natural/cultural heritage valorisation.</p>
Responsible partner	SOPRINTENDENZA ARCHEOLOGIA BELLE ARTI E PAESAGGIO DELLE MARCHE
Budget	€ 1.058.717,59

Activity details 4.1

Activity number	1
Title	DRAFTING OF THE ACTION PLAN

Description	The Technical Committee, leaded by PP2, drafts out an Action Plan outlining the actions needed to address the preconditions for the application of the CB Strategy for inland areas, reach its goals in the mid to long period and break them down into specific work-plans for testing such actions (Pilot Actions) according to the domains/ fields of application previously identified (see act.3.4). Pilot Actions workplans are shaped in order to be implemented in specific territories but providing all PPs with the info&data needed for detailing the common Action Plan. They are detailed with the specific activities to be carried out, key actors to be involved, tasks and roles to be taken, financial resources needed and for assessing its efficacy. Local Committees are actively involved both in the Action Plan revision, thanks to a specific workshop, and Pilot Actions implementation as foreseen in the following activities.
Start date	01/08/2019
End date	30/09/2019
Activity deliverables	Pilot Action workplans: according to the Action Plan, a specific workplan for Pilot Action 1, Pilot Action 2 and Pilot Action 3 is drafted out by PP2, as TC leader, together with, respectively, PP7 & PP9, LP & PP1, PP3 & PP4. The workplans, shaped on the pilot areas needs and characteristics according to previous analysis (WP3), break down the activities in specific tasks, timelines, resources allocation, staff and methods for LC involvement. It details the info and data to be provided by the Pilot Actions in order to feed the evaluation system (4.2) and the means for their collection. They are reviewed/integrated by the TC before the SC validation Local Committees minutes: LP, PP8, PP5, PP7, PP9 organizes one workshop with LCs for reviewing and validating the Action Plan and PA workplans and produce a minute with the agenda, attendance list, presentations and other working document
Activity budget	€ 26.477,38

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	CROATIA
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Activity details 4.2

Activity number	2
Title	SET UP AND APPLICATION OF AN EVALUATION SYSTEM
Description	Since the PAs aim to test the pj Action Plan and provide information for its revision and validation, a specific and innovative evaluation system is developed for this scope. ST, leaded by PP1 and supported by the TC, develops a PAs evaluation protocol: it is based on an innovative approach which measures the impact of the target actions on local communities wellbeing in the short & long term (scenarios development) considering such condition as the pillar for a long-lasting conservation and valorisation of natural/cultural assets. The proxy indicators and related means of verifications are set up to assess PAs and Action Plan impact not only in terms of improved management, promotion and accessibility (virtual and physical) but connecting them with job opportunities development, services provision and demographical changes. PP1, PP8, PP5, PP6 and PP9 are in charge of the application of the protocol and provide the TC and SC with PA results to draft the final evaluation (see act.4.6).
Start date	31/10/2019
End date	31/01/2021

Activity deliverables	<p>Project evaluation system: PP1 supported by PP6 develops an evaluation protocol according to the Actin Plan and Pilot Action workplans as far as info and data for the Action Plan validation and monitoring are concerned. It includes:</p> <ul style="list-style-type: none"> •the indicator and means of verification for monitoring and evaluating the Pilot Action implementation and results in terms of improved management, promotion and accessibility (virtual and physical) (see act.4.6); •the proxy indicators and related means of verifications to assess PAs and Action Plan impact in the med-long term in terms of local communities wellbeing, job opportunities development, services provision and demographical changes. <p>The project evaluation system is completed with a database and tools for data analysis.</p> <p>Pilot Action evaluations: PP1, PP8, PP5, PP6 and PP9, coordinated by the TC, are in charge of the application of the protocol and provide the TC and SC with PA reports to draft the final evaluation (see act.4.6). The reports are based on the monitoring forms for data collection, web analysis insights, meeting minutes and stakeholders and end-users surveys.</p>
Activity budget	€ 34.055,21

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	CROATIA
Municipality	ZADAR
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Activity details 4.3

Activity number	3
Title	TESTING OF NEW TOOLS FOR TERRITORIAL MANAGEMENT AND PROMOTIONS
Description	The first Pilot Action (PA1) is about developing and implementing an innovative territorial management and promotional system. PPs identify key services and products connected to the valorisation of natural and cultural assets and consistent with the market analysis (3.1): their core business has to be connected with the local resources as well as contributing to their conservation. PPs develop a territorial brand together with specification for its application, which aggregates and qualifies the local offer concerning natural/cultural tourism as previously identified. A specific tourism-marketing plan is developed and applied to promote the brand, taking advantage of synergies with coastal areas and their means for promotion. Smart cards are developed as key part of the territorial management and promotional system and spread among tourists: they are used for transports and inland services both to promote the brand and collect statistical data to feed the pj evaluation system (4.2)
Start date	01/01/2020
End date	31/01/2021
Activity deliverables	<p>Services and products map: PP7 and PP9, supported by PP6, further details the analysis on services and products (3.1) of the PA1 targeted areas (Zadar and Istria County) in order to identify those connected and consistent with the valorisation of natural/cultural assets. PPs draft out a mapping of such key services/products analysing how their core business is connected with the exploitation of local resources and the contribution, actual or potential, to their conservation.</p> <p>Territorial brand: PPs develop a territorial brand both in terms of visual identity (act. 2.2 and 2.5) and specification for its application which are aimed at strengthening the contribution of local businesses/services to the conservation and valorisation of cultural/natural values. PPs, supported by LCs, organize specific workshops with services providers for applying the territorial brand, through specific agreements, and developing a tourism-marketing plan, which is implemented in synergy with coastal areas.</p> <p>Smart card system: PPs develop a smart card system connected to the brand. Smart Cards are charged with a virtual credit to be spent for getting access to transports, services and natural/cultural assets included in the PA1 and freely provided to tourist groups (PA samples) in the coastal areas to test the market penetration potential of the brand (surveys on PA samples' behaviours) and collect statistical data (4.2) for setting the territorial management system (scenarios development).</p>
Activity budget	€ 323.676,00

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	BENKOVAC
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	BIBINJE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	BUJE - BUJE
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	BUZET
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ZIP code	
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Activity locations	CROATIA
Municipality	CEROVLJE
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ZIP code	
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Activity locations	CROATIA
Municipality	GALOVAC
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ZIP code	
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Activity locations	CROATIA
Municipality	GRAČAC
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ZIP code	
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Activity locations	CROATIA
Municipality	GRAČIŠĆE
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ZIP code	
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Activity locations	CROATIA
Municipality	KANFANAR
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ZIP code	
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Activity locations	CROATIA
Municipality	KAROJBA
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ZIP code	
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Activity locations	CROATIA
Municipality	KRŠAN
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ZIP code	
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Activity locations	CROATIA
Municipality	LABIN
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ZIP code	
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Activity locations	CROATIA
Municipality	LANIŠĆE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	LIŠANE OSTROVIČKE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	LUPOGLAV
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ZIP code	
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Activity locations	CROATIA
Municipality	MOTOVUN - MONTONA
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	NIN
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	OPRTALJ - PORTOLE
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	PAG
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Activity locations	CROATIA
Municipality	PAZIN
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Activity locations	CROATIA
Municipality	PIĆAN
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Activity locations	CROATIA
Municipality	POLAČA
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Activity locations	CROATIA
Municipality	POLIČNIK
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Activity locations	CROATIA
Municipality	POREČ - PARENZO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ROVINJ - ROVIGNO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	STANKOVCI
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	SVETVINČENAT
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ZIP code	
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Activity locations	CROATIA
Municipality	TINJAN
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	UMAG - UMAGO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	VIŠNJAN - VISIGNANO
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ZIP code	
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Activity locations	CROATIA
Municipality	VODNJAN - DIGNANO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZEMUNIK DONJI
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ŠKABRNJA
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ŽMINJ
Address	
ZIP code	
Town	

Activity details 4.4

Activity number	4
Title	DEVELOPMENT OF ONE STOP INFORMATION CENTERS
Description	PA2 aims to improve the accessibility of inland areas and related natural/cultural assets working on hot-spots where high-speed mobility and infrastructures meet slow ones and secondary roads. Once identified those entry gates to inland areas (3.1), they are equipped as innovative One Stop Information Centres (OSIC): a physical location is enriched with IT technology and promotional material to provide tourists with the information needed about inland destinations and connect them with local services. OSIC is set as a welcoming environment for travellers to learn about available cultural and natural assets in the area, specific local products/services and make reservations. OSIC staff is taken from LCs and trained by PPs thanks to a specific programme: in return, OSIC can provide them a space to generate revenue through the sale of merchandise and local handicrafts. OSIC are hot spots to capture and analyse important traveller information and statistics and feed the evaluation system.
Start date	01/01/2020
End date	31/01/2021

Activity deliverables	<p>OSIC map: LP, supported by PP1 and PP2, further details the assessment on the physical accessibility and the thematic and touristic pathways/itineraries (act.3.1) in the area targeted for the PA2: the Chienti River valley (Macerata), identified as one of the 3 pilot areas of the National Strategy for Inland Areas in Marche Region and particularly suitable for the testing considering the potentials of its connections with coastal areas. PPs identify the related potential hot-spots and selects those who have the facilities available and suitable for hosting the OSIC (visitor centers, info points, etc.). Such data and analysis are finally resumed and summarized in a report.</p> <p>OSIC equipment: LP enter into an agreement with the local public stakeholders for the settlement of the OSIC and provide the related facilities with site specific IT systems for the territorial promotion developed through innovative public procurement (innovation vouchers, PPPs) aimed at involving all innovation actors in the field. LP develops the OSIC promotional and communication material (act.2.5) and involves touristic operators in the promotional campaign through a specific workshop. The OSIC equipment is shaped in order to capture and analyse traveller information and statistics (4.2).</p> <p>OSIC management programme: PP1 and PP2 develop and implement a OSIC community based management programme which sets the organizational structure of the center. They transfer it to LCs thanks to a training programme.</p>
Activity budget	€ 221.684,90

Activity locations	ITALY
Municipality	ACQUACANINA
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Activity locations	ITALY
Municipality	ANCONA
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ZIP code	
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Activity locations	ITALY
Municipality	BOLOGNOLA
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ZIP code	
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Activity locations	ITALY
Municipality	CAMERINO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CASTELSANTANGELO SUL NERA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	CESSAPALOMBO
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ZIP code	
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Activity locations	ITALY
Municipality	CIVITANOVA MARCHE
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Activity locations	ITALY
Municipality	FIASTRA
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Activity locations	ITALY
Municipality	FIORDIMONTE
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Activity locations	ITALY
Municipality	GUALDO
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Activity locations	ITALY
Municipality	MONTE CAVALLO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	MONTE SAN MARTINO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	MUCCIA
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ZIP code	
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Activity locations	ITALY
Municipality	PENNA SAN GIOVANNI
Address	
ZIP code	
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Activity locations	ITALY
Municipality	PIEVE TORINA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	PIEVEBOVIGLIANA
Address	
ZIP code	
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Activity locations	ITALY
Municipality	POTENZA PICENA
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ZIP code	
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Activity locations	ITALY
Municipality	SAN GINESIO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SANT'ANGELO IN PONTANO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SARNANO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SERRAVALLE DI CHIANTI
Address	
ZIP code	
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Activity locations	ITALY
Municipality	USSITA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	VISSO
Address	
ZIP code	
Town	

Activity details 4.5

Activity number	5
Title	DEVELOPMENT OF VIRTUAL ECO-MUSEUMS
Description	PA3 aims to improve virtual accessibility of inland areas and their natural/cultural assets. PPs develop an online centre shaped as a virtual eco-museum: a provider of information as well as an exhibition room which gives opportunities to potential visitors to access digital content before/during/after the visit in a range of digital 'encounters'. They are shaped on users' needs and inputs and strictly connected with the data coming from WP3 analysis to improve the web marketing and promotion of target areas. PPs develop a hardware-software system with an online database of information for user-friendly navigation. Real natural and cultural assets are connected through markers, physical and georeferenced, to the database within a virtual and augmented reality system. LCs are involved for the development of storytelling techniques (training sessions) which are part of the emotional and creative communication of the eco-museums and strictly connected with socialweb and marketing tools.
Start date	01/01/2020
End date	31/01/2021
Activity deliverables	<p>Eco-museum map: PP3 and PP4, supported respectively by PP8 and PP5, further details the assessment on the virtual accessibility and thematic/touristic itineraries (act.3.1) in the areas targeted for the PA3: the Fortore pilot area of the National Strategy for Inland Areas in Molise and San Leo's territory. The characteristics and the online/offline services related to the local natural/cultural assets are finally reported in a specific mapping which further specifies web marketing and promotion needs of target areas.</p> <p>Virtual eco-museum: PPs develops a database, with the information collected about natural/cultural assets, which is connected to:</p> <ul style="list-style-type: none"> •a web exhibition room to provide digital content and information to web visitors; •to site physical and georeferenced markers within an augmented reality system aimed at providing visitors with a virtual guide; •to web social platforms and tools for virtual community development; •web marketing and communication channels (act.2.5). <p>Virtual ecomuseums are developed through innovative public procurement (innovation vouchers, PPPs) aimed at involving all innovation actors in the field.</p> <p>Training programme: LCs are involved in the animation of the virtual eco-museums through web social platforms in order to create a virtual community with stakeholders and tourist. At the scope, PPs implements a training programme for LCs on storytelling techniques, online social marketing, emotional/creative communication.</p>
Activity budget	€ 418.087,50

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	ITALY
Municipality	CAMPOBASSO
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Activity locations	ITALY
Municipality	CAMPOLIETO
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Activity locations	ITALY
Municipality	CERCEMAGGIORE
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Activity locations	ITALY
Municipality	GAMBATESA
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Activity locations	ITALY
Municipality	GILDONE
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Activity locations	ITALY
Municipality	JELSI
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Activity locations	ITALY
Municipality	MACCHIA VALFORTORE
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Activity locations	ITALY
Municipality	MONACILIONI
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ZIP code	
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Activity locations	ITALY
Municipality	PIETRACATELLA
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Activity locations	ITALY
Municipality	RICCIA
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Activity locations	ITALY
Municipality	RIOLO TERME
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Activity locations	ITALY
Municipality	SAN LEO
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ZIP code	
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Activity locations	ITALY
Municipality	SANT'ELIA A PIANISI
Address	
ZIP code	
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Activity locations	ITALY
Municipality	TORO
Address	
ZIP code	
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Activity locations	ITALY
Municipality	TUFARA
Address	
ZIP code	
Town	

Activity number	6
Title	VALIDATION OF THE ACTION PLAN
Description	The Scientific Team carry out the impact evaluation of PAs according to the protocol developed. PPs provide PP1, as ST leader, with the data collected through specific forms and a final report. The ST benefits from the experiences and results by accessing also the project documentation and receiving first-hand account about the development of the experience. Surveys and interviews to stakeholders and PA actors are also arranged to develop future scenarios and case studies with the objective to provide access to the knowledge for externals. The evaluation of the process, indeed, is based on good practices and also explain do's and don'ts. The final evaluation provides the TC with the information for the revision of the Action Plan and its validation. Once the Action Plan is validated PP2 organize a second technical workshop (see act.3.4) to review and validate the document at national level.
Start date	01/02/2021
End date	31/03/2021
Activity deliverables	<p>Impact evaluation of PAs: PP1 and PP6 draft the final evaluation on Pilot Actions impact according to the project evaluation system developed with act.4.2. They analyse the Pilot Action evaluation reports provided by PP1, PP8, PP5, PP6, PP9 and the data entered in the database thanks to the related tools for data analysis. The information collected are completed accessing all the project documentation and receiving first-hand account about the development of the pilot experience from PPs and stakeholders thanks to surveys and interviews at distance. The final evaluation is finally organized in a report about case studies with evidence of the best practices, do's and don'ts and future scenarios to provide access to the knowledge for externals. The final evaluation provides the TC with the information for the revision of the Action Plan and its validation.</p> <p>Technical workshop minute: The Action Plan as reviewed by the TC according to the Impact evaluation of PAs and later validated by SC, is shared with the Technical Committee for the National Strategy for Inland Areas, MiBACT and Legambiente (Italian side), the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatian side) within a technical workshop organised by PP2. PP2 produces a minute of the meeting with the agenda, attendance list, participants reviews, papers, presentations and working documents</p>
Activity budget	€ 34.736,60

Activity locations	ITALY
Municipality	ANCONA
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Activity locations	ITALY
Municipality	CAMERINO
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Activity locations	ITALY
Municipality	CAMPOBASSO
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Activity locations	CROATIA
Municipality	PAZIN
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Activity locations	ITALY
Municipality	RICCIA
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
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Work package details 5

Work package number	5
Title	CAPITALISATION OF THE PROJECT MODEL AND STRATEGY
Description	<p>WP5 aims at capitalising the pj outputs and results at regional, interreg. and national level to manage fragile inland landscapes and unleash their potential in terms of economic development recognizing their functional interconnections. As for the regional capitalisation, PPs organise training courses (act.5.1) targeting policy makers to assist them in the upscaling of the regional policies/planning instruments to an integrated multi-sectoral approach. As for the interregional level, PPs organize a set of road shows (act.5.2) outside their areas to meet other Regional Authorities and relevant stakeholders and stimulate the cooperation between different actors and neighbouring contexts. Finally, PPs organise a technical conference (act.5.3) to present the pj case studies to the main EU/national/regional actors and work together on the transferring of the pj CB Strategy/Action Plan into the nat.instruments. Such event is also the context where PPs and key stakeholders set up a permanent observatory (5.4) as a space for long lasting CB collaboration and an instrument for assisting and monitoring the implementation of the main pj outputs in the Progr.Area. Each PP is involved in the WP5 impl. under the coordination of the PP6 and according to different competences and roles in the pj: PP1, PP6 (ST), PP2 (TC) develops the training and roadshow programmes, contents and materials; LP, PP3, PP4, PP7 and PP9, given their institutional role, organise the crash courses for the Regional/Local Authorities and sets up a unique road show team with the other regional PPs for act.5.3 impl. Finally, they all cooperate in the organization of the technical event, supported by the key national authorities previously involved which have the strategical role of reaching the main target groups in the other Progr. areas. Such a large network of actors is consolidated with the establishment of the PCO which supports them in the adoption and impl. of the main outputs in the long period.</p>
WP expected outputs	<p>The main output of WP5 is the establishment of PERMANENT CROSSBORDER OBSERVATORY (PCO) aimed at:</p> <ul style="list-style-type: none"> •supporting the National/Regional Authorities in the alignment of the policies and planning instruments with the pj CB Strategy and the implementation of the related Action Plan toward the valorisation of natural and cultural heritage in inland areas – the PCO assists the regional and national actors concerned thanks to the knowledge and the skills gained within the pj; •monitoring the Action Plan implementation in the Programme area – the PCO is in charge of monitoring the effective application of the CB Strategy for inland areas through its Action Plan and according to workplans included in the document; •evaluating the outcomes produced by the implementation of the CB Strategy in the long period – the PCO adopts the evaluation system, developed within the activity 4.2 and fine tuned after its testing within the Pilot Action, to measure the impact of the strategy on inland communities wellbeing and the effect on the conservation and valorisation of natural/cultural assets. <p>The PCO is established during the pj final conference through the signature of a Memorandum of Understanding and includes both the PPs and the pj key stakeholders. As for the last ones, the WP5 is aimed at enlarging the number of actors adopting the pj Strategy and Action Plan (Act.5.2) and at raising their capacities to manage and promote the natural/cultural heritage thanks to the tools developed within the Pilot Actions (act.5.1). At the scope, the WP5 produces another main output: a roadmap, annexed to the Memorandum of Understanding and drafted during a specific working session of the final conference with the support of the key National and EU actors, which defines new potential pjs and interventions of the PCO to provide a long-lasting assistance to stakeholders and to focus strategic investments toward the natural and cultural heritage valorisation in Inland Areas.</p>
Durability of WP outputs	<p>As for the PCO, its durability is assured by the signature of the MoU which commits the PPs and the key stakeholders to a long lasting cooperation and networking within the PCO itself. The key stakeholders are previously addressed with specific courses and training programmes to transfer the MADE IN-LAND Strategy and Action Plan, together with the other pj outputs, into regional policies and assure the durability aligning them with the financial and planning resources of the Regional Authorities for the valorisation and conservation of natural/cultural heritage, tourism and territorial development. Moreover, the PCO roadmap is annexed to the MoU for committing signatories to its application after the pj closure and effectively focus strategic investments on new pjs and interventions which capitalise the pj main outputs. At the scope, the roadmap is drafted with the contribution of National and EU actors which can support the allocation of ESI funds/national resources on pj follow ups.</p>
Transferability of WP outputs	<p>The transferability of WP5 outputs is assured by the strong cooperation with the main National Authorities and stakeholders in the field, in particular: the Technical Committee for the SNAI, MiBACT, Legambiente (Italy) and the National Institute for Tourism, Minister of Tourism and Minister of Culture (Croatia). They have already expressed their interest for the pj outputs which are shaped to be easily transferred in the nat. planning instruments and policies for the development of inland areas and integrated tourism. In particular, they collaborate with PPs in the engagement of other reg. authorities and stakeholders in charge for the SNAI and Croatian 2020 Tourism Strategy application for the organisation of the roadshows which are specifically developed for capitalising the pj outputs in their regional areas. They also support the set up of the PCO and the development of the related roadmap which are aimed at assisting the long lasting transfer of the pj results in a wider area.</p>
Responsible partner	SVEUČILIŠTE U ZADRU
Budget	€ 138.994,37

Activity details 5.1

Activity number	1
Title	ORGANIZATION OF CRASH COURSES

Description	PPs organize crash courses targeted to key decision and policy makers within Regional/Local Authorities that can keep leadership in pushing forwards the MADE IN-LAND Strategy and Action Plan. The crash course are aimed not only at the transferring of the Action Plan into regional policies but also at the techniques and methods for natural and cultural heritage valorisation, which are developed in the testing phase to manage and support the tools for territorial management and promotion (4.3), OSIC (4.4) and virtual eco-museums (4.5). LP, PP3, PP4, PP7 and PP9 organize 3 crash courses each one in each region according to a programme made by PP6 as WP leader and applied by PPs. The PPs are supported by the TC and ST, which prepares the courses contents and materials.
Start date	18/03/2021
End date	09/06/2021
Activity deliverables	<p>Crash courses programme and materials: PP6 collects from PPs a list and description of the key decision and policy makers within Regional/Local Authorities to be contacted and invited to the courses. According to such information, PP6, supported by PP1 and TC, drafts out a courses programme made of an agenda, a description of the different courses sections and related goals as here described:</p> <ul style="list-style-type: none"> •section 1 – presentation of the pj model and the CB strategy; introduction to the Action Plan and its implementation; adoption of the Strategy and Action Plan in the regional policies; •section 4 - techniques and methods for natural and cultural heritage valorisation; •section 5 - management and implementation of the territorial management and promotion system (4.3); •section 6 – development and management of the OSIC (4.4); •section 7 - development and management of the virtual eco-museums (4.5). <p>Each section is provided with proper materials and contents developed by PP1, PP6 and PPs' technical experts according to the Impact evaluation of PAs (act.4.6). The programme includes the methods and tools for its final evaluation.</p> <p>Crash courses reports: LP, PP3, PP4, PP7 and PP9 organizes 3 crash courses in each pj area inviting both technical/scientific experts and stakeholders as trainers. They prepare a final report about the crash course programme implementation including agenda, attendance list, presentations and other working documents as well as the courses evaluation</p>
Activity budget	€ 23.574,67

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
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Activity locations	ITALY
Municipality	CAMPOBASSO
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Activity locations	CROATIA
Municipality	PAZIN
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ZIP code	
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Activity locations	ITALY
Municipality	RICCIA
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ZIP code	
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Activity locations	ITALY
Municipality	RIOLO TERME
Address	
ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
Town	

Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 5.2

Activity number	2
Title	ORGANIZATION OF ROAD SHOWS
Description	<p>Each pj region organizes 1 regional and/or national roadshow to meet other Regional Authorities and stakeholders outside the PPs areas, transfer pj results and stimulate the adoption of the pj Strategy and Action Plan. PPs develop a road show programme identifying the external partners for the organization of the roadshows which provide the venues and invite local stakeholders. PPs set up a road show team who is in charge for its implementation. They consist of:</p> <ul style="list-style-type: none"> •A workshop for engaging key stakeholders in discussion on perspectives of pj model, create an opportunity for participants to explore partnerships and share up-to-date information on pj initiatives •a boot camp to provide complementary support to participants, with a face to face collaboration on specific issues, as well as to stimulate their continued interest in cultural/natural heritage valorisation toward the adoption of the CB Strategy and the application of the Action Plan.
Start date	18/03/2021
End date	09/06/2021

Activity deliverables	<p>Road shows programme: the programme is made by 5 roadshows organized by PPs in other programme areas. Each one is made of 1 stakeholders workshop for engaging local stakeholders through a storytelling session where LCs representatives share their experience with participants, create opportunities to explore new partnerships and share up-to-date information on pj initiatives; 1 boot camp (one-day training) where technical/scientific staff provide a face to face collaboration on specific issues, as well as the adoption of the CB Strategy and the application of the Action Plan. PP6 supported by the SC, Technical Committee for the National Strategy for Inland Areas, MiBACT and Legambiente (Italian side), the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatian side):</p> <ul style="list-style-type: none"> •identifies a roster of external partners to be contacted for the organization/hosting of the roadshows. •Defines the requirements in terms of locations, logistics, promotion, staff (1 Technical/Scientific expert + LC's representatives) and equipment needed, •sets up the roadshow programme to be disseminated by PPs and the common materials/contents <p>Roadshows minutes: PPs produce 1 minute for each roadshow including the agenda, attendance list, presentations.</p>
Activity budget	€ 43.584,31

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity locations	ITALY
Municipality	CAMERINO
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ZIP code	
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Activity locations	ITALY
Municipality	CAMPOBASSO
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ZIP code	
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Activity locations	CROATIA
Municipality	PAZIN
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Activity locations	ITALY
Municipality	RICCIA
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Activity locations	ITALY
Municipality	RIOLO TERME
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ZIP code	
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Activity locations	ITALY
Municipality	SAN LEO
Address	
ZIP code	
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Activity locations	CROATIA
Municipality	ZADAR
Address	
ZIP code	
Town	

Activity details 5.3

Activity number	3
Title	ORGANISATION OF MADE IN-LAND FINAL CONFERENCE
Description	PPs organize a technical conference within the last project meeting to present achieved results and project case studies and to work together on the merging of the project strategy in the existing national strategies and instruments for the development of inland areas. It is held in collaboration with the Technical Committee for SNAI (National Strategy for Inland Areas) - Presidency of the Council of Ministers, the MiBACT - Italian Ministry of Cultural Heritage and Activities and Tourism and Legambiente on Italian side, the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb on Croatian side, and stakeholders platforms responsible of ETC programmes. It includes a working session for the integration of the MADE IN-LAND strategy and action plan in the national strategies for the inland areas together with a set of policy recommendations for ESI funds and ETC MAs about how to implement it in the Programme Area.
Start date	11/04/2021
End date	11/06/2021
Activity deliverables	<p>Technical conference programme and materials: LP prepares a programme for the final technical conference held in collaboration with the Committee for the National Strategy for Inland Areas, MiBACT and Legambiente (Italian side), the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatian side). They prepare a list of regional/national authorities, stakeholders platforms responsible of ETC programmes to be invited together with national and regional stakeholders invited by the SC. The programme includes locations, logistics, organisation of working sessions and instructions to support SHs and PPs participation. LP prepares, supported by the SC and TC, the conference materials made of a presentation of the projects case studies and the impact evaluation of PAs, specific proposals for the integration of the MADE IN-LAND strategy and action plan in the national strategies for the inland areas, a set of policy recommendations for ESI funds and ETC MAs about how to support its implementation in the Programme Area.</p> <p>Technical conference report: LP produces a report about the technical conference results including the agenda, attendance list, participants reviews, papers, presentations, working documents, final agreements.</p>
Activity budget	€ 46.437,06

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Activity details 5.4

Activity number	4
Title	SET UP OF A PERMANENT CROSSBORDER OBSERVATORY
Description	PPs establishes a permanent observatory for the monitoring of the implementation of the Action Plans and pj outcomes. The evaluation protocol taken from the pilot experience (act.4.2) and based on demographic and economic indicators and related means of verification, is fine-tuned and adopted by the PCO at the end of the pj. During the final conference, the PPs and the key stakeholders signs a Memorandum of Understanding in order to formalize the PCO with an organization structure, a protocol to manage knowledge base developed with the project, a network's roadmap with a plan to align strategic investments combining ESI funds and national resources negotiated with National Authorities (MAs). MoU should be signed with the approval of the roadmap document which includes long-lasting assistance to key stakeholders for the implementation of the Action Plan and to the National Authorities for the revision of joint CB strategies for natural and cultural heritage valorisation in Inland Areas
Start date	11/04/2021
End date	11/06/2021
Activity deliverables	<p>Memorandum of Understanding: LP drafts a MoU to be signed by PPs and key stakeholders during the final meeting to formalize the launch and their participation to a permanent observatory for monitoring the pj Action Plan implementation in the Programme area and the evaluation of its outcomes in the long period. It recalls the common vision, based on the values of CB Strategy for inland areas, and the scopes of the observatory which are:</p> <ul style="list-style-type: none"> •the cooperation and networking of PCO members; •the support to the National Authorities for the revision of joint CB strategies for natural and cultural heritage valorisation in Inland Areas; •the assistance in the implementation of the Action Plan thanks to the knowledge and the skills gained within MADE IN-LAND. <p>The MoU includes the PCO organizational structure and a protocol on how to manage the knowledge base and the outputs developed with MADE IN-LAND at CB level, in particular the evaluation system (act.4.2) fine tuned according to the last pj outcomes. The MoU is reviewed by the SC for its validation.</p> <p>PCO roadmap: LP drafts a roadmap to be annexed to the MoU which defines new potential pjs and interventions of the network to provide long-lasting assistance to key stakeholders and to focus strategic investments (ESI funds/national resources) toward the natural and cultural heritage valorisation in Inland Areas. The document is reviewed and validated by the SC and fine tuned during the technical conference.</p>
Activity budget	€ 25.398,33

Activity locations	ITALY
Municipality	ANCONA
Address	
ZIP code	
Town	

Project budget - breakdown per partner

Partner role/number	Partner name (EN)	Partner country	ERDF	National cofinancing	Budget
LP	MARCHE REGION	ITALY	€ 322.781,55	€ 56.961,45	€ 379.743,00
PP1	UNIVERSITY OF CAMERINO	ITALY	€ 211.350,42	€ 37.297,14	€ 248.647,56
PP2	SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION	ITALY	€ 117.557,12	€ 20.745,38	€ 138.302,50

Partner role/number	Partner name (EN)	Partner country	ERDF	National cofinancing	Budget
PP3	MUNICIPALITY OF SAN LEO	ITALY	€ 255.403,75	€ 45.071,25	€ 300.475,00
PP4	MUNICIPALITY OF RICCIA	ITALY	€ 243.939,37	€ 43.048,13	€ 286.987,50
PP5	MOLISE TOWARDS IL 2000	ITALY	€ 98.143,12	€ 17.319,38	€ 115.462,50
PP6	UNIVERSITY OF ZADAR	CROATIA	€ 79.666,42	€ 14.058,78	€ 93.725,20
PP7	ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	CROATIA	€ 222.340,23	€ 39.236,52	€ 261.576,75
PP8	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA	ITALY	€ 106.522,00	€ 18.798,00	€ 125.320,00
PP9	AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	CROATIA	€ 227.654,90	€ 40.174,40	€ 267.829,30
Project budget - summary			€ 1.885.358,88	€ 332.710,43	€ 2.218.069,31

Project workplan

WP (N/Title)	Activity (N/Title)	Budget
WP 0 Project preparation	0.1 Preparation of the proposal	€ 15.000,00
Total		€ 15.000,00
WP 1 Project management and coordination of activities	1.1 Start-up activities	€ 13.938,68
	1.2 Day-to-day project management,	€ 143.711,59
	1.3 Steering and monitoring of the project	€ 194.828,17
	1.4 Financial management	€ 200.740,40
Total		€ 553.218,84
WP 2 Communication activities	2.1 Start-up activities	€ 11.955,44
	2.2 Awareness Campaign	€ 35.861,31
	2.3 Online Communication	€ 44.781,86
	2.4 Communication toward media	€ 38.680,42
	2.5 Communication supporting services for	€ 106.293,26
	2.6 Participation to Program and external	€ 48.322,92
	2.7 Project communication plan evaluation	€ 14.086,12
Total		€ 299.981,33
WP 3 DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	3.1 NATURAL AND CULTURAL HERITAGE	€ 48.078,44
	3.2 ANALYSIS OF THE GOVERNANCE	€ 34.844,76
	3.3 ORGANIZATION OF LOCAL COMMITTEES	€ 39.481,57
	3.4 DEVELOPMENT OF A CROSS-BORDER	€ 29.752,41
Total		€ 152.157,18
WP 4 DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	4.1 DRAFTING OF THE ACTION PLAN	€ 26.477,38
	4.2 SET UP AND APPLICATION OF AN	€ 34.055,21
	4.3 TESTING OF NEW TOOLS FOR TERRITORIAL	€ 323.676,00
	4.4 DEVELOPMENT OF ONE STOP	€ 221.684,90
	4.5 DEVELOPMENT OF VIRTUAL ECO-MUSEUMS	€ 418.087,50
	4.6 VALIDATION OF THE ACTION PLAN	€ 34.736,60
Total		€ 1.058.717,59

WP (N/Title)	Activity (N/Title)	Budget
WP 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	5.1 ORGANIZATION OF CRASH COURSES	€ 23.574,67
	5.2 ORGANIZATION OF ROAD SHOWS	€ 43.584,31
	5.3 ORGANISATION OF MADE IN-LAND FINAL	€ 46.437,06
	5.4 SET UP OF A PERMANENT CROSSBORDER	€ 25.398,33
Total		€ 138.994,37
Overall Total		€ 2.218.069,31

Project budget - breakdown per WP / budget line

WP (N/Title)	Preparation costs	Staff	External expertise and services	Office and administration	Travel and accommodation	Equipment	Small scale infrastructure and construction works	Total
0 - Project preparation	€ 15.000,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 15.000,00
1 - Project management and coordination of activities	€ 0,00	€ 238.614,64	€ 180.012,00	€ 35.792,20	€ 86.800,00	€ 12.000,00	€ 0,00	€ 553.218,84
2 - Communication activities	€ 0,00	€ 104.584,92	€ 154.100,00	€ 15.687,73	€ 25.608,68	€ 0,00	€ 0,00	€ 299.981,33
3 - DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	€ 0,00	€ 96.597,54	€ 35.820,00	€ 14.489,64	€ 3.750,00	€ 1.500,00	€ 0,00	€ 152.157,18
4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	€ 0,00	€ 200.776,16	€ 703.825,00	€ 30.116,43	€ 0,00	€ 124.000,00	€ 0,00	€ 1.058.717,59
5 - CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	€ 0,00	€ 49.086,42	€ 67.045,00	€ 7.362,95	€ 15.500,00	€ 0,00	€ 0,00	€ 138.994,37
Total	€ 15.000,00	€ 689.659,68	€ 1.140.802,00	€ 103.448,95	€ 131.658,68	€ 137.500,00	€ 0,00	€ 2.218.069,31

Project budget - overview per partner / WP

Partner role/number	Partner name (EN)	WP0	WP 1	WP 2	WP 3	WP 4	WP 5	WP 6	Total
LP	MARCHE REGION	€ 9.000,00	€ 122.012,00	€ 33.735,00	€ 18.862,50	€ 165.011,00	€ 31.122,50	€ 0,00	€ 379.743,00
PP 1	UNIVERSITY OF CAMERINO	€ 6.000,00	€ 76.164,34	€ 36.019,58	€ 54.744,68	€ 63.566,59	€ 12.152,37	€ 0,00	€ 248.647,56
PP 2	SUPERINTENDENCE ARCHEOLOGICAL FINE ARTS AND LANDSCAPE OF MARCHE REGION	€ 0,00	€ 47.420,00	€ 10.637,50	€ 18.075,00	€ 52.900,00	€ 9.270,00	€ 0,00	€ 138.302,50
PP 3	MUNICIPALITY OF SAN LEO	€ 0,00	€ 59.050,00	€ 15.412,50	€ 8.050,00	€ 209.100,00	€ 8.862,50	€ 0,00	€ 300.475,00
PP 4	MUNICIPALITY OF RICCIA	€ 0,00	€ 48.862,50	€ 14.137,50	€ 7.000,00	€ 208.725,00	€ 8.262,50	€ 0,00	€ 286.987,50

PP 5	MOLISE TOWARDS IL 2000	€ 0,00	€ 48.000,00	€ 39.300,00	€ 8.050,00	€ 5.750,00	€ 14.362,50	€ 0,00	€ 115.462,50
PP 6	UNIVERSITY OF ZADAR	€ 0,00	€ 31.560,00	€ 29.430,20	€ 12.970,00	€ 6.325,00	€ 13.440,00	€ 0,00	€ 93.725,20
PP 7	ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	€ 0,00	€ 37.480,00	€ 49.019,75	€ 9.410,00	151.330,00	€ 14.337,00	€ 0,00	€ 261.576,75
PP 8	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA	€ 0,00	€ 48.870,00	€ 42.300,00	€ 10.050,00	€ 7.600,00	€ 16.500,00	€ 0,00	€ 125.320,00
PP 9	AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	€ 0,00	€ 33.800,00	€ 29.989,30	€ 4.945,00	188.410,00	€ 10.685,00	€ 0,00	€ 267.829,30
Total		€ 15.000,00	553.218,84	299.981,33	152.157,18	1.058.717,59	138.994,37	€ 0,00	€ 2.218.069,31

Project budget - overview per partner / budget line

Partner role/number	Partner name (EN)	Preparation costs	Staff	External expertise and services	Office and administration	Travel and accommodation	Equipment	Small scale infrastructure and construction works	Total	Percentage of total budget
LP	MARCHE REGION	€ 9.000,00	€ 97.000,00	€ 250.443,00	€ 14.550,00	€ 7.250,00	€ 1.500,00	€ 0,00	€ 379.743,00	17,12 %
PP 1	UNIVERSITY OF CAMERINO	€ 6.000,00	€ 134.294,68	€ 72.100,00	€ 20.144,20	€ 16.108,68	€ 0,00	€ 0,00	€ 248.647,56	11,21 %
PP 2	SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION	€ 0,00	€ 70.350,00	€ 37.900,00	€ 10.552,50	€ 14.000,00	€ 5.500,00	€ 0,00	€ 138.302,50	6,24 %
PP 3	MUNICIPALITY OF SAN LEO	€ 0,00	€ 72.500,00	€ 182.300,00	€ 10.875,00	€ 4.800,00	€ 30.000,00	€ 0,00	€ 300.475,00	13,55 %
PP 4	MUNICIPALITY OF RICCIA	€ 0,00	€ 47.250,00	€ 199.150,00	€ 7.087,50	€ 2.000,00	€ 31.500,00	€ 0,00	€ 286.987,50	12,94 %
PP 5	MOLISE TOWARDS IL 2000	€ 0,00	€ 56.750,00	€ 30.400,00	€ 8.512,50	€ 18.300,00	€ 1.500,00	€ 0,00	€ 115.462,50	5,21 %
PP 6	UNIVERSITY OF ZADAR	€ 0,00	€ 39.848,00	€ 24.900,00	€ 5.977,20	€ 20.000,00	€ 3.000,00	€ 0,00	€ 93.725,20	4,23 %
PP 7	ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	€ 0,00	€ 77.885,00	€ 127.209,00	€ 11.682,75	€ 13.300,00	€ 31.500,00	€ 0,00	€ 261.576,75	11,79 %

PP 8	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA	€ 0,00	€ 36.800,00	€ 64.400,00	€ 5.520,00	€ 17.100,00	€ 1.500,00	€ 0,00	€ 125.320,00	5,65 %
PP 9	AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	€ 0,00	€ 56.982,00	€ 152.000,00	€ 8.547,30	€ 18.800,00	€ 31.500,00	€ 0,00	€ 267.829,30	12,07 %
Total		€ 15.000,00	€ 689.659,68	€ 1.140.802,00	€ 103.448,95	€ 131.658,68	€ 137.500,00	€ 0,00	€ 2.218.069,31	100 %
Percentage of total budget		0,68 %	31,09 %	51,43 %	4,66 %	5,94 %	6,20 %	0,00 %	100 %	

Project budget - overview and details

Name of the partner organization (EN)	MARCHE REGION
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 322.781,55
National co-financing (15%)	€ 56.961,45
Partner total budget	€ 379.743,00
Name of the partner organization (EN)	UNIVERSITY OF CAMERINO
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 211.350,42
National co-financing (15%)	€ 37.297,14
Partner total budget	€ 248.647,56
Name of the partner organization (EN)	SUPERINTENDENCE ARCHEOLOGY FINE ARTS AND LANDSCAPE OF MARCHE REGION
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 117.557,12
National co-financing (15%)	€ 20.745,38
Partner total budget	€ 138.302,50
Name of the partner organization (EN)	MUNICIPALITY OF SAN LEO
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 255.403,75
National co-financing (15%)	€ 45.071,25
Partner total budget	€ 300.475,00

Name of the partner organization (EN)	MUNICIPALITY OF RICCIA
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 243.939,37
National co-financing (15%)	€ 43.048,13
Partner total budget	€ 286.987,50
Name of the partner organization (EN)	MOLISE TOWARDS IL 2000
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 98.143,12
National co-financing (15%)	€ 17.319,38
Partner total budget	€ 115.462,50
Name of the partner organization (EN)	UNIVERSITY OF ZADAR
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 79.666,42
National co-financing (15%)	€ 14.058,78
Partner total budget	€ 93.725,20
Name of the partner organization (EN)	ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 222.340,23
National co-financing (15%)	€ 39.236,52
Partner total budget	€ 261.576,75
Name of the partner organization (EN)	AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY - ROMAGNA
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 106.522,00
National co-financing (15%)	€ 18.798,00
Partner total budget	€ 125.320,00
Name of the partner organization (EN)	AZRRI – AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN
Type of body	Public / Body governed by public law
Programme co-financing (85%)	€ 227.654,90
National co-financing (15%)	€ 40.174,40
Partner total budget	€ 267.829,30

Breakdown per WP - activities / budget line

WP/Activity (N/Title)	Preparation costs	Staff	External expertise and services	Office and administration	Travel and accommodation	Equipment	Small scale infrastructure and construction works	Total
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1-Preparation of the proposal	€ 15.000,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 15.000,00
TOTAL WP0-Project preparation	€ 15.000,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 15.000,00
1-Start-up activities	€ 0,00	€ 11.646,68	€ 545,00	€ 1.747,00	€ 0,00	€ 0,00	€ 0,00	€ 13.938,68
2-Day-to-day project management, coordination and internal communication	€ 0,00	€ 79.944,86	€ 39.775,00	€ 11.991,73	€ 0,00	€ 12.000,00	€ 0,00	€ 143.711,59
3-Steering and monitoring of the project implementation	€ 0,00	€ 49.047,10	€ 74.724,00	€ 7.357,07	€ 63.700,00	€ 0,00	€ 0,00	€ 194.828,17
4-Financial management	€ 0,00	€ 97.976,00	€ 64.968,00	€ 14.696,40	€ 23.100,00	€ 0,00	€ 0,00	€ 200.740,40
TOTAL WP1-Project management and coordination of activities	€ 0,00	€ 238.614,6	€ 180.012,00	€ 35.792,20	€ 86.800,00	€ 12.000,00	€ 0,00	€ 553.218,84
1-Start-up activities	€ 0,00	€ 8.787,34	€ 1.850,00	€ 1.318,10	€ 0,00	€ 0,00	€ 0,00	€ 11.955,44
2-Awareness Campaign	€ 0,00	€ 4.705,49	€ 30.350,00	€ 705,82	€ 100,00	€ 0,00	€ 0,00	€ 35.861,31
3-Online Communication	€ 0,00	€ 23.940,75	€ 17.250,00	€ 3.591,11	€ 0,00	€ 0,00	€ 0,00	€ 44.781,86
4-Communication toward media	€ 0,00	€ 30.374,28	€ 3.750,00	€ 4.556,14	€ 0,00	€ 0,00	€ 0,00	€ 38.680,42
5-Communication supporting services for pilots implementation	€ 0,00	€ 9.820,23	€ 95.000,00	€ 1.473,03	€ 0,00	€ 0,00	€ 0,00	€ 106.293,26
6-Participation to Program and external events	€ 0,00	€ 16.012,38	€ 4.400,00	€ 2.401,86	€ 25.508,68	€ 0,00	€ 0,00	€ 48.322,92
7-Project communication plan evaluation	€ 0,00	€ 10.944,45	€ 1.500,00	€ 1.641,67	€ 0,00	€ 0,00	€ 0,00	€ 14.086,12
TOTAL WP2-Communication activities	€ 0,00	€ 104.584,9	€ 154.100,00	€ 15.687,73	€ 25.608,68	€ 0,00	€ 0,00	€ 299.981,33
1-NATURAL AND CULTURAL HERITAGE ASSESSMENT	€ 0,00	€ 19.720,38	€ 25.000,00	€ 2.958,06	€ 400,00	€ 0,00	€ 0,00	€ 48.078,44
2-ANALYSIS OF THE GOVERNANCE FRAMEWORK	€ 0,00	€ 25.321,53	€ 5.725,00	€ 3.798,23	€ 0,00	€ 0,00	€ 0,00	€ 34.844,76
3-ORGANIZATION OF LOCAL COMMITTEES	€ 0,00	€ 28.027,45	€ 3.650,00	€ 4.204,12	€ 2.100,00	€ 1.500,00	€ 0,00	€ 39.481,57
4-DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS	€ 0,00	€ 23.528,18	€ 1.445,00	€ 3.529,23	€ 1.250,00	€ 0,00	€ 0,00	€ 29.752,41
TOTAL WP3-DEVELOPMENT OF A CROSS-	€ 0,00	€ 96.597,54	€ 35.820,00	€ 14.489,64	€ 3.750,00	€ 1.500,00	€ 0,00	€ 152.157,18

BORDER STRATEGY FOR INLAND AREAS								
1-DRAFTING OF THE ACTION PLAN	€ 0,00	€ 17.944,68	€ 5.841,00	€ 2.691,70	€ 0,00	€ 0,00	€ 0,00	€ 26.477,38
2-SET UP AND APPLICATION OF AN EVALUATION SYSTEM	€ 0,00	€ 24.256,70	€ 6.160,00	€ 3.638,51	€ 0,00	€ 0,00	€ 0,00	€ 34.055,21
3-TESTING OF NEW TOOLS FOR TERRITORIAL MANAGEMENT AND PROMOTIONS	€ 0,00	€ 39.280,00	€ 218.504,00	€ 5.892,00	€ 0,00	€ 60.000,00	€ 0,00	€ 323.676,00
4-DEVELOPMENT OF ONE STOP INFORMATION CENTERS	€ 0,00	€ 29.726,00	€ 187.500,00	€ 4.458,90	€ 0,00	€ 0,00	€ 0,00	€ 221.684,90
5-DEVELOPMENT OF VIRTUAL ECO-MUSEUMS	€ 0,00	€ 62.250,00	€ 282.500,00	€ 9.337,50	€ 0,00	€ 64.000,00	€ 0,00	€ 418.087,50
6-VALIDATION OF THE ACTION PLAN	€ 0,00	€ 27.318,78	€ 3.320,00	€ 4.097,82	€ 0,00	€ 0,00	€ 0,00	€ 34.736,60
TOTAL WP4-DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION	€ 0,00	€ 200.776,1	€ 703.825,00	€ 30.116,43	€ 0,00	€ 124.000,00	€ 0,00	€ 1.058.717,59
1-ORGANIZATION OF CRASH COURSES	€ 0,00	€ 16.569,28	€ 4.520,00	€ 2.485,39	€ 0,00	€ 0,00	€ 0,00	€ 23.574,67
2-ORGANIZATION OF ROAD SHOWS	€ 0,00	€ 15.225,49	€ 17.575,00	€ 2.283,82	€ 8.500,00	€ 0,00	€ 0,00	€ 43.584,31
3-ORGANISATION OF MADE IN-LAND FINAL CONFERENCE	€ 0,00	€ 7.032,23	€ 34.850,00	€ 1.054,83	€ 3.500,00	€ 0,00	€ 0,00	€ 46.437,06
4-SET UP OF A PERMANENT CROSSBORDER OBSERVATORY	€ 0,00	€ 10.259,42	€ 10.100,00	€ 1.538,91	€ 3.500,00	€ 0,00	€ 0,00	€ 25.398,33
TOTAL WP5-CAPITALISATION OF THE PROJECT MODEL AND STRATEGY	€ 0,00	€ 49.086,42	€ 67.045,00	€ 7.362,95	€ 15.500,00	€ 0,00	€ 0,00	€ 138.994,37
Overall Total	€ 15.000,00	€ 689.659,6	€ 1.140.802,0	€ 103.448,95	€ 131.658,68	€ 137.500,00	€ 0,00	€ 2.218.069,31

J - Financial Plan

Project financial plan - Overview per partner/per period

Partner role/number	Period 1 January-June 2018	Period 2 July-December 2018	Period 3 January-June 2019	Period 4 July-December 2019	Period 5 January-June 2020	Period 6 July-December 2020	Period 7 January-June 2021	Period 8 July-December 2021	Period 9 January-June 2022	Period 10 July-December 2022	Period 11 January-June 2023	Period 12 July-December 2023	Total
LP	€ 0,00	€ 0,00	€ 67.526,16	€ 35.144,82	€ 94.503,87	€ 124.604,42	€ 57.963,73	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 379.743,00

Partner role/number	Period 1 January-June 2018	Period 2 July-December 2018	Period 3 January-June 2019	Period 4 July-December 2019	Period 5 January-June 2020	Period 6 July-December 2020	Period 7 January-June 2021	Period 8 July-December 2021	Period 9 January-June 2022	Period 10 July-December 2022	Period 11 January-June 2023	Period 12 July-December 2023	Total
PP1	€ 0,00	€ 0,00	€ 65.922,57	€ 36.631,56	€ 28.919,19	€ 76.657,43	€ 40.516,75	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 248.647,50
PP2	€ 0,00	€ 0,00	€ 23.670,00	€ 19.015,00	€ 41.100,00	€ 24.147,50	€ 30.370,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 138.302,50
PP3	€ 0,00	€ 0,00	€ 9.150,00	€ 19.970,00	€ 101.018,50	€ 137.154,00	€ 33.182,50	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 300.475,00
PP4	€ 0,00	€ 0,00	€ 28.810,00	€ 12.790,00	€ 126.870,00	€ 94.440,00	€ 24.077,50	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 286.987,50
PP5	€ 0,00	€ 0,00	€ 36.840,00	€ 31.260,00	€ 8.090,00	€ 6.420,00	€ 32.852,50	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 115.462,50
PP6	€ 0,00	€ 0,00	€ 30.284,00	€ 21.860,00	€ 9.636,20	€ 12.325,00	€ 19.620,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 93.725,20
PP7	€ 0,00	€ 0,00	€ 22.015,00	€ 25.075,00	€ 77.830,00	€ 87.318,75	€ 49.338,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 261.576,75
PP8	€ 0,00	€ 0,00	€ 33.622,70	€ 13.621,18	€ 9.498,22	€ 25.798,88	€ 42.779,02	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 125.320,00
PP9	€ 0,00	€ 0,00	€ 22.342,62	€ 7.977,25	€ 88.983,86	€ 114.269,35	€ 34.256,22	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 267.829,30
Total	€ 0,00	€ 0,00	€ 340.183,05	€ 223.344,81	€ 586.449,84	€ 703.135,33	€ 364.956,22	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 2.218.069,25

Project financial plan - Overview per WP/per period

WP/number	Period 1 January-June 2018	Period 2 July-December 2018	Period 3 January-June 2019	Period 4 July-December 2019	Period 5 January-June 2020	Period 6 July-December 2020	Period 7 January-June 2021	Period 8 July-December 2021	Period 9 January-June 2022	Period 10 July-December 2022	Period 11 January-June 2023	Period 12 July-December 2023	Total
WP0	€ 0,00	€ 0,00	€ 15.000,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 15.000,00
WP1	€ 0,00	€ 0,00	€ 135.041,27	€ 86.967,45	€ 96.521,15	€ 115.048,33	€ 119.640,63	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 553.218,83
WP2	€ 0,00	€ 0,00	€ 74.838,54	€ 61.381,66	€ 34.838,10	€ 75.385,90	€ 53.537,12	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 299.981,32
WP3	€ 0,00	€ 0,00	€ 115.303,24	€ 36.853,91	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 152.157,15
WP4	€ 0,00	€ 0,00	€ 0,00	€ 38.141,79	€ 455.090,59	€ 512.701,10	€ 52.784,10	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 1.058.717,58
WP5	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 138.994,37	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 138.994,37
Total	€ 0,00	€ 0,00	€ 340.183,05	€ 223.344,81	€ 586.449,84	€ 703.135,33	€ 364.956,22	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 2.218.069,25

K - Statements

Description

For projects likely to have a significant effect on natural habitat Natura 2000 sites: only soft measures are planned within the project

3.1 - Project proposals involving building constructions and renovation: respect of Directive 2010/31/EU is included

3.1 - Project proposals promoting tourism in protected habitats (reference to caves): there is a clear and evident reference that an environmental impact assessment is going to be performed or has been already performed

L - Commitments

Description
3.1 - Commitment that the principles of environmental sustainability are addressed and taken into consideration
3.1 - Project proposals purchasing products: in case of central government authorities, a commitment to respect Directive 2012/27/EU is included

I attach the following documents:

M - Annexes

Description	Notes	File name
Application Form Abstract		10175661_Abstract_10175661 signed.pdf
Lead Applicant declaration	LP declaration	10175661_LP_Declaration_10175661_condition_clearing.pdf
Project Partner declaration	PP declaration	10175661_PP5_Declaration_10175661_condition_clearing.pdf
Power of signature or delegation	PP declaration	10175661_PP7_Declaration_10175661_condition_clearing.pdf
	PP declaration	10175661_PP6_Declaration_10175661_condition_clearing.pdf
	Power of signature	
Legal Document attesting the delegation	Legal document attesting the delegation of LP and PP8	
Identity card of the person who signed the AF or other annexes		10175661_P5_IDcardLR_condition_clearing.pdf
Other documents		10175661_P1_IDcardLR_condition_clearing.pdf
		10175661_P4_IDcardLR_condition_clearing.pdf
		10175661_PR4_DecisionNewLR_10175661.pdf
		10175661_PP4_AuthorizationLR_10175661.pdf

Clearing Conditions applied		10175661_PP5_Legal Authority Statement_10175661.pdf
		10175661_PP1_AuthorizationL R_10175661.pdf
		10175661_PP5_DeclLegalForm _10175661.pdf
		10175661_BL_External_Equipm ent_DETAILS_MADE_IN-LAND_10175661.pdf
Present application/request form		10175661_Budget Tool_MADE_IN-LAND_10175661.pdf
		10175661_Contribution_output _indicator_table_MADE IN-LAND_10175661.pdf
		10175661_Condition_Table_10 048184_MADE IN-LAND_ signed_041218.pdf

I am informed by the Managing Authority that, according to the current regulations about Personal data protection:

- the processing of personal data shall be carried out with computerized and manual methods;
- data will be processed for the purposes of managing the administrative process relating to the selection procedure referring to the first call for project proposals for 2014-2020 (Interreg V-A) Italy - Croatia CBC Programme and, in case the project is financed, for project implementation;
- personal data provided may be communicated, if necessary, to third parties solely for the purpose of the selection procedure and to other public bodies involved in the administrative management;
- the Data Controller is Regione del Veneto, Venezia, Palazzo Balbi - Dorsoduro 3901;
- the Data Processor is the Head of Unit MA of the Italy-Croatia CBC Programme;
- each interested subject may request the Data Processor to correct and to supplement his/her own data and, in extreme cases, to erase or block them;
- the processing shall be based on the rule of fairness, legality and transparency for the safeguard of privacy and rights;
- the Managing Authority will publish the list of the validly submitted project proposals, the list of the eligible project proposals and, at the end of the whole assessment procedure as approved by the Monitoring Committee, the ranking list of the assessed project proposals with evidence of financed projects; the publication will be on the Programme website.

Lead Applicant signature *

Date of signature *

* If you have digital signature, download this request by saving the PDF file without opening it or rename it, digitally sign the file, and upload it.

If you do not have digital signature, upload this file in SIU, keep a printed and signed original hard copy stored at the official premises of the LP and attach a signed copy of the AF Abstract in SIU