ArTVision+ "Enhancing touristic development and promotion through prism of culture"

Priority Axis:Environment and cultural heritage
3.1 - Make natural and cultural heritage a leverage for sustainable and more
balanced territorial development

D1.1.1 Management plan

WP1- Project management and coordination of activities
A1.1. Start-up activities

SEPTEMBER 2019

LP- PRIMORJE-GORSKI KOTAR COUNTY

Public document

List of Content

1. Introduction, purpose of document

The objective of this MANAGEMENT PLAN is to establish the administrative procedures and rules to be adopted by all parties involved in the ArTVision+ project. The goal is to identify the framework of co-ordination amongst project beneficiaries themselves and also with Managing Authority (MA), in order to reach the best method of implementation, taking into account all technical activities, financial conditions and time plan agreed by each partners and annexed to this agreement concerning the granting from the elaboration of the project Enhancing touristic development and promotion through prism of culture – "ArTVision+".

This Management Plan enters into force on the date that it will be agreed by all parties and will finish when the Managing Authority will evaluate and approve the final report of the project and execute the final payments.

Until then, all parties involved in the Project are responsible for its execution.

2. Description of the project

2.1. Summary

The project ArTVision+ will be carried out as the funded project, which will be based on previously identified problems and conclusions, offering further solutions, by encouraging the continuation of inter-regional cooperation in the field of promotion of less known destinations, through cultural and artistic heritage. The main idea of the project ArTVision+ is based on a new, innovative promotion concept of a common touristic product. The tourist promotion is usually directed towards more popular / bigger destinations, thus the need arises for a quality promotion of less popular destinations, through the prism of culture. With this project, less popular destinations will be included, presenting their cultural heritage to tourists and realize a quality cooperation between artists and organizers of the touristic offer. A promotion campaign and a quality thought out common tourist product will stimulate the use of culture for tourist purposes and, at the same time, revive the culture of individual areas and preserve them from oblivion. Apart from the promotion campaign, promotion will include and motivate a large number of artists, whose work has not been recognized so far. The purpose of that, is to use their work, as well as cultural expressions in the improvement/development of the tourist offer/of additional tourist contents. The IT platform that will connect artists and organizers of tourist manifestations (tourist boards, museums, theatres, art cinemas, etc.) will be though out in a way to present a kind of "stock exchange" of cultural interpreters and events. The platform represents the original mechanism / tool for the organization of touristic manifestations with cultural and artistic contents. The platform added value is the creation of a quality cooperation and communication between artists and organizers of the tourist manifestations. Also, the common tourist product will be presented through the contents available on the IT platform. The cooperation through the IT platform will greatly facilitate the organization of cross-border manifestations, ensuring in this way, a continuous cooperation between two countries in the creation of a tourist offer based on cultural heritage. The project will also allow young artists to acquire knowledge in presenting their work and promoting it through the tourist manifestations. All the above is a capitalization of results and development methodology of the ArTVision project, financed through IPA Adriatic CBC programme. ArTVision has set-up a methodology of tripartite cooperation in production of cultural content – kind of one-stop-shop for artists, producers of cultural content and event organizers. In addition, the original project has developed a methodology for production of short videos that perfectly present touristic destinations through prism of culture. The goal is to use that knowledge and experience and upgrade it for development of new cross-border touristic product.

2.2. Objectives (General and Specific)

With innovative measures in the field of presentation, communication and organization in culture, the overall objective is to use the value and potential of culture as the main developer of sustainable tourism development.

The main result of the project is the representation of the cross-border areas as one tourist destination, by putting the emphasis on less known parts of border area. The systematic approach that arises from the project provides the activities that will contribute to the protection and preservation of the cultural heritage, valorizing it through tourism. With the establishment of the ArTVision Advisory Board, the organization of international manifestations, the education of young artists, and artists in general, as well as with the promotional campaign for a single destination, the aimed result will be achieved. The key result are an increase in the number of visitors, an increase of connected tourist itineraries that will be though-out, the promotion of less known destinations through the promotional campaign, an increase in the number of artists that wish to promote their work, an increase in the number of educated students, TB and tour operators, as well as artists, in terms of presentations of their work and expressions through video production, an increase of number of agencies that will offer the touristic product. The connection with the main programme result will be seen through a concept, based on cultural heritage that will be used to come up with a tourist offer that will be available for tourists throughout the entire year.

Project ArTVision+ has three specific objectives:

1. *Development of tourism by increasing the visibility of the destination using the culture prism* – A destination artistic contents and expressions, as well as its cultural content, are valuable objects necessary to include in the tourist offer. A destinations cultural expression is definitely something that every visitor has in mind, when arriving in a particular destination. Considering that nowadays tourist mobility is much expressed and considering the geographical proximity of the two countries coasts, we have recognized the opportunity to brand the area as a common tourist area of rich culture. A quality presentation of cultural contents and expressions, as well as of the same cultural heritage, will remain in the tourists' memories for a long period of time. Manifestations with cultural contents and works of single artists, provide for the recognizability of the destination, and encourage / allow the "closeness" / connection of tourists and descriptions, as well as of the mere representatives of the destination, with visitors. The specific goal will be achieved on the basis of a quality promotional campaign that will ensure the recognizability of the tourist product.

2. *Functional and simple channel for communication between artist and tourist attraction organizers* – Through the project, the issue of an insufficient cooperation between artists, tourists event organizers, the public, tourists and destinations, has been identified. Nowadays, we do not have a place where artists can present their work and offer it to event organizers. In particular, there is no cross-border channel to foster communication channel used for organization of events. The channels additional value is also in the possibility for artists to create and promote their work for free, through the promotion of a destination. Furthermore, the need to promote less known destinations in the border area, has been identified. This S.O. ensures the connection of less known destinations and the improvement of the method of communication among artists, cultural events organizers and the same destinations. The destinations recognizability can be reached only with a good communication and a quality organization of cultural events, which is one of the main goals of the project.

3. *Better visibility of currently under-represented destinations through the affirmative work of artist –* This particular goal wants to ensure the inclusion of artists and their education, in terms of adjustment for the business market. As tourism is the dominant sector in both countries, the best way to represent their work is through the tourist valorization. The platform allows even to less known artists, to represent their work and get included in single manifestations in the territory of less known destinations. The exchange of artists and cultural contents creates cooperation, and increases the possibilities to create new tourist products. These new tourist products allow a qualitative presentation of less known destinations through the prism of the cultural artists work.

Programme output indicators are:

1. *3.105 + Cultural and natural heritage (tangible and intangible) promoted –* The destinations will be promoted through the work of artists in a way that through video recording, in a minimum of 12 destinations, the destinations, the destination's cultural contents will be recorded and presented through the work of artists. The video clip will be set on the web platform and will be available to target groups.

2. *3.102 + Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism) –* Through educational workshops on video recording, artists, young artists and students will be educated (target=40). Following the specialization in video production, artists and students will be directly involved in the tourist product, placing their video clips on the web platform. The ArTVision Advisory Board members are extremely important for the promotion of the cultural heritage and are directly involved in all the project's activities. Tourist Boards will act as roof institutions for the organization of tourism events, as through / within the framework of their competence, the promotion of the destination and of the tourism product can be achieved in the best possible way. By offering this tourism product in their tourism packages, Tour-operators are also a very significant group. In this way, it will be very easy to achieve the promotion and the recognizability of the tourism product.

3. *3.103 + Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place –* The Web Platform (target=1) is elaborated with the aim to promote the destination through the cultural heritage and the work of artists. Its connection to the programme output is visible I the availability towards those who do not wish to take a trip within their holiday, but are interested in the cultural content of the destination. This output is especially harmonized with the programmme's output as, thanks to the virtual platform, it also allows disabled people to experience the destination in an interesting way, through the prism of culture.

2.3. Budget

The total cost of the project ArTVision+ is 1.006.360,00 EUR. The contribution from ERDF is 855.406,00 EUR, equivalent to 85% of total costs. The remaining part of 150.954,00 EUR, equivalent to 15% of total costs, will be covered by national cofinancing.

The parties will utilize the approved budget, as follows:

Partner number	Partner	Co-financing source (EUR)		
		ERDF	Partner contribution (EUR)	Total amount (EUR)
LP1	Primorje-Gorski Kotar County	███████	██████	███████
PP1	Kvarner Region Tourism Office	██████	██████	███████
PP2	Public institution RERA S.D.	██████	██████	███████
PP3	Pino Pascali Foundation, Museum of Contemporary Art	██████	██████	███████
PP4	Pugliapromozione Agency	██████	█████	███████
PP5	CA Foscari University of Venice	██████	█████	███████
PP6	Veneto Region	█████	█████	███████
	Project budget - summary	**855.406,00**	**150.954,00**	**1.006.360**

2.4. List of contacts

LEAD PARTNER

LP1 - Primorje-Gorski Kotar County

PROJECT PARTNERS

PP1 - Kvarner Region Tourism Office

PP2 – Public institution RERA S.D.

PP3 - Pino Pascali Foundation, Museum of Contemporary Art

PP4 - Pugliapromozione Agency

PP5 - CA Foscari University of Venice

PP6 - Veneto Region

	Project Manager	Project Assistant
Name		
Adress		
Phone		
Fax		
Email		
Mobile		

3. Project implementation

3.1. Period of implementation of the project

Project implementation shall start on 01/01/2018 ("start date of project").

Project implementation shall finish on 30/09/2019 ("finishing date of project").

Project duration is 21 months.

3.2. Meeting Plan

(S)WP	Topic	Venue	Date	Participants
A1.1	Kick Off Meeting	Bari, Italy	April 4, 2018	Project team, Steering Committee, press
A1.1	Progress Meeting	Rijeka, Croatia	July, 2018	Project team, Steering Committee, press
A1.1	Progress Meeting	Venice, Italy	November, 2018	Project team, Steering Committee, press
A1.1	Progress Meeting	Split, Croatia	March, 2019	Project team, Steering Committee, press
A1.1/A2.2	Progress Meeting / Final visibility event	Rijeka, Croatia	September, 2019	Project team, Steering Committee, press

3.3. Reporting Plan

	Form	To	Report deadline
Semester I	01/01/2018	30/06/2018	31/07/2018
Semester II	01/07/2018	31/12/2018	31/01/2019
Semester III	01/01/2019	30/06/2019	31/07/2019
Semester IV	01/07/2019	30/09/2019	31/10/2019

3.4. Document numbering

For all the partners we have developed their name's abbreviations as follows:

Partner number	Partner name	Partner abbreviation
LP1	Primorje-Gorski Kotar County	PGC
PP1	Kvarner Region Tourism Office	KTO
PP2	Public institution RERA S.D.	PIR
PP3	Pino Pascali Foundation, Museum of Contemporary Art	PPF
PP4	Pugliapromozione Agency	PA
PP5	CA Foscari University of Venice	CFU
PP6	Veneto Region	VR

Internal reports

Internal reports produced by PGC should be numbered with **INT-PGC-** and three digits number which are constantly grows. For example: INT-PGC-001.

Internal reports produced by other partners (e.g. KTO) should be numbered with **INT-KTO-** and three digits number which are constantly grows. For example: INT-KTO-001.

Deliverables and outgoing documents

Deliverables and outgoing documents issued by PGC will be identified as following: **OUT-PGC**

-(three digit numbers). For example: OUT-PGC-001.

Deliverables and outgoing documents issued by other partners (e.g. MFA) will be identified as following: **OUT-MFA-(three digit numbers)**. For example: OUT- MFA -001.

Financial reports

Financial reports will be identified as **FR-PGC-(three digits number)**. For example: FR-PGC-001.

3.5. WP responsabilities

Workpackage	Coordinator
WP0 Project preparation	**Primorje-Gorski Kotar County**
A0.1 Preparation of the project proposal	Primorje-Gorski Kotar County
WP1 Project management and coordination of activities	**Primorje-Gorski Kotar County**
A1.1 Start-up activities	Primorje-Gorski Kotar County
A1.2 Day-to-day project management, coordination and internal communication	Primorje-Gorski Kotar County
A1.3 Steering and monitoring of the project implementation	Primorje-Gorski Kotar County

A1.4 Financial management	Primorje-Gorski Kotar County
WP2 Communication activities	**Pugliapromozione Agency**
A2.1 Start-up activities	Pugliapromozione Agency
A2.2 Public events	Pugliapromozione Agency
A2.3 Public releases and press conferences	Pugliapromozione Agency
WP3 Destination promotion concept	**Primorje-Gorski Kotar County**
A3.1 ArTVision Advisory Board	Primorje-Gorski Kotar County
A3.2 IT Platform	Primorje-Gorski Kotar County
A3.3 Education of artists and students	Primorje-Gorski Kotar County
A3.4 The promotion of concept through the workshops and promotional materials	Primorje-Gorski Kotar County
WP4 Promotion of tourism destinations	**Kvarner Region Tourism Office**
A4.1 Video production	Kvarner Region Tourism Office
A4.2 Cross-border cultural events	Kvarner Region Tourism Office

A4.3 Promotion of the destination	Kvarner Region Tourism Office
A4.4 Connecting to the different websites	Kvarner Region Tourism Office
A4.5 Promotion directed to organisers of tourist attractions	Kvarner Region Tourism Office

3.6. Activities

WP0 – Project preparation

Description of the work package:

Thanks to their cooperation on the previous project, Partners have defined what is necessary to capitalize in the framework of this project, and everyone got involved actively in the elaboration and preparation of the project proposal. Through meetings and communication on a regular basis, all the important elements for capitalization have been agreed. The preparation comprised activities of research of the programme documentation, as well as the adaptation of the project idea to the programme rules. While drafting the project proposal, Partners have used the services of an external expert (Consultant).

Activities and deliverables:

A0.1 - Preparation of the project proposal

Through regularly held meetings, Partners have studied in detail the programme documentation, and they have started the elaboration and the preparation of the project proposal. The Leading partner has been defined, and the preparation comprised also consultations with an external expert.

- Elaboration of the project proposal and application through the SIU system

WP1 – Project management and coordination of activities

Description of the work package:

The main objective of the Work Package Project Management is to ensure the proper implementation of the planned project activities, according to the adopted project plan, and responsibilities of each Partner. The management and coordination of the project will be done by a Leading partner and respective partners will be responsible for the WP-s coordination, in order to maintain an effective communication and resolve the concern over the implementation of the project. Within this Work Package, several activities will be carried out: the establishment of the project team, the development of Management Plan, The signing of cooperation and partnership agreements, the preparation of reports on the progress of the Partners as well as the creation of a joint report on the progress of the project. A Steering Committee will be established, which will act as an instrument for the creation of the Partnership. Coordination meeting will be organized five times during the project execution, in order to share the project status with all partners and to follow the progress of the project. The risk that may occur is a bad project management, but this will not be a problem because PP are very experienced in carrying out this type of projects. Also, they will respect all the programme rules.

These outputs are the main document which sets out all the main elements for successful implementation of the project. These documents will be expressed at the beginning of the project, all partners will be involved in their creation, and they will be regularly used in carrying out the activities. This will ensure their usefulness and duration during the project and after the project, this document will be listed in the LA premises.

Activities and deliverables:

A1.1 - Start-up activities

The Lead partner is responsible for the successful realization of the project. Additionally, the Lead partner will carry out the overall coordination of the project according to the plan of the project, with the support of other Partners that will be responsible for the coordination of WPs. Coordination will be based on the regular communication that will contribute to speed up the project, reducing costs and elimination possible obstacles in the implementation of project activities. Coordination meetings will be held periodically (Rijeka, Split, Venice, Bari) in order to share the project status with all Partners and to follow the progress of the project. The Lead partner is obliged to forward information in due time, as well as for all the general communication with entities outside of the project team.

- D1.1.1 – Management Plan

    The Management Plan is a basic document where all duties and responsibilities of LP and PP are clearly presented, together with the WP description, meeting plan etc.

- D1.1.2 – Minutes of Meetings

The Minutes of the meeting will contain the Minutes of the initial meeting and the minutes of SC.

A1.2 - Day-to-day project management, coordination and internal communication

According to the Management Plan, the LP will carry out the coordination of Partners during the execution of the project activities. The coordination will be carried out with minimal communication activities, in order to solve eventual uncertainties. The coordination meetings will be held five times during the project's execution or, in case it will be necessary, even more times in a month. The internal communication will take place by email or by phone. Every Partner will carry out an internal distribution of activities for the people employed on the project.

- D1.2.1 – Meetings' Minutes

After the conclusion of every held meeting, minutes from the meeting will be regularly drafted, in order for Partners to be mutually informed and have an insight in the course of the project's execution.

A1.3 – Steering and monitoring of the project implementation

The Steering Committee will meet five times during the implementation period with the primary objective of achieving a more successful implementation of the project activities. It will consist of members of all the project Partners. The SC's monitoring and supervising will primarily define and identify the risk that may occur during the project and the ways they can be mitigated. This will ensure a constant overview of the previously achieved deliverables and monitoring of the project team. The Lead Partner will be responsible for the preparation and organization of the Steering Committee's work, as well as for the drafting of the SC meeting's minutes.

- D1.3.1 – Meetings Minutes

Meetings' Minutes represent the document on all the main decision, further duties and responsibilities of the SC members.

A1.4 – Financial management

The Project monitoring will be established in order to ensure a continuous monitoring of the project implementation and eventual corrections in the execution of the planned tasks, through periodically reports. These reports will describe the progress made by each Partner and the common progress of the project. Monitoring will be carried out by assembling internal monthly reports by WP leaders, who will report on the current realized activities and events, plans for the future implementation of the activities, overview of the funds etc. The report on the progress of each Partner and a joint progress reports, will be built under the subsidy contract.

- D1.4.1 – Joint Progress Reports

- D1.4.2 – Partners' Progress Reports

The report on the progress of each Partner and a joint progress report, will be built under the subsidy contract. The joint report should be created six-month per reporting period by each PP. The joint progress report is the LP's responsibility created based on the Partners' input.

WP2 – Communication activities

Description of the work package:

The main objective of this Work Package is the presentation of the results to the project target groups. Also, with promotional activities the basic information about the project will be presented to the interested groups. A set of promotional tools, such as public events, will enable the presentation of results and outputs of the project, which will ensure the transferability and sustainability of the project results after the formal end of the project. The supervision of the implementation of these activities will have a Regional Tourism Agency Puglia. Other Partners will help in preparing and designing the promotional materials.

Durability of these outputs will be ensured in a way that this promotion mode will serve as methods of promotion for further projects.

These outputs are created with a purpose of achieving the best visibility of the project by transmitting them. Thus, their transfer is expected to all possible stakeholders who have interest for the project but are outside of the project.

Activities and deliverables:

A2.1 - Start-up activities

Within this Work Package, a set of promotion tools will be developed. That requires the cooperation of all Partners in the preparation, printing and distribution. The promotion kit will consists of information leaflets, brochures and other promotional material (notepads, pens, shirts, caps, etc.). The text of brochures and leaflets will be in the both languages of the participating countries to the project, as well as in English, in order to achieve an efficient and effective promotion. The Partner responsible for the preparation of the methodology and drafting of the brochure's text and leaflets will be the Regional Tourism Agency Puglia. Printing of brochures and leaflets will be carried out by the Regional Tourism Agency Puglia. Also, promotion through social media will be developed (Facebook, Twitter etc.). Coordinator for establishment

of Facebook profile will be Public institution RERA S.D.. Each partner is responsible to post and share any news about project on project Facebook profile.

- D2.1.1 – Brochure

- D2.1.2 – Leaflet

- D2.1.3 – USB, hat, pen, T-shirt, etc.

These deliverables represent a direct way to reach the target groups. So, they will be useful for a successful dissemination and exploitation of the project result. Brochure and leaflet will be comprehensive paper with the project details and planned results.

- D2.1.4 – Implemented Facebook profile of project

Establishment of Facebook profile is the most simplest and free of charge way to promote project, because everyone is using Facebook.

A2.2 - Public events

The organization of the final conference will provide the final dissemination of the project result to the public and to the interested groups. The final conference will be held in Rijeka (Croatia) and will be organized by the Lead Partner. A Kick-off meeting will be held in Bari (Italy) in the coordination of Regional Tourism Agency Puglia.

- D2.2.1 – Final conference
- D2.2.2 – Kick-off meeting

A2.3 - Public releases and press conferences

Each Partner will draft the press releases and deliver them to the available print and electronic media, at least three times during the project's execution. Also, Partners have the obligation to organize three press conferences, regardless of the press release.

- D2.3.1 – Press release
- D2.3.2 – Press conferences

WP3 – Destination promotion concept

Description of the work package:

The main objective of this WP is to enhance the destination's promotion concept. Through WP3, the ArTVision Advisory Board will be established with the main purpose of providing strategic direction and full support in the development of promotional concepts. The ArTVision Advisory Board will be composed of a Lead Partner, who will manage with it, and of one representative for each project partner and external experts from all tourism and culture sector. Furthermore, through this WP, an IT platform will be developed. The aim of this IT platform is to develop innovative promotion tools and a communication channel to improve cooperation in the organization of tourism events. Thus, the IT platform is an essential tool on which the promotional concept is based. The LP will be in charge of the IT platform development. In order for the platform to have high-quality contents, that is, for it to promote well the destination, artists and students will be educated on recording video contents through this Work Package. The education will be carried out in the form of educational workshops (8), executed by each PP for his own area. The coordinator of this activity will be University Ca Foscari. Also, one of the activities is the promotion of the concept through the workshops and promotional materials. The promotion will be carried out by organizing the 4 promotional workshops in each country and using all levels of electronic media. The Partner responsible for this activity will be the University Ca Foscari. Target groups (organizers, artists, students, tourists) will be directly included in the activities through the web platform, both in case they use it as tourists or cultural events' organizers, as well as through educational workshops.

The WP's main expected outputs are: the IT Platform and ArTVision Advisory Board. The AAB is an informal body, whose main aim is to provide strategic direction and full support in the development of promotional concepts of tourist products, based on the offer of cultural contents. It will be composed by Partners' representatives and by external experts from the tourism and culture sector. One of the main AAB task is advising and monitoring the development of the IT platform. The IT platform is an essential tool on which the promotional concept is based. It is composed of two basic functions: promotion and communication. The platform will be responsively designed a way that it will be possible to apply it for the use on multiple operating systems and types of display (PC, tablet, mobile phone, etc.).

This Work Package results with the establishment of the AAB, as an informal body made by representatives from each of the Partners, and external experts. During the project, its sustainability is distributed between partners, while after the project's conclusion, the AAB will stay within the competence of the Primorje-Gorski Kotar County. The aim of the establishment of such a body is to set the basis for future cooperation and coordination in culture. In so doing, we are thinking about the establishment of a common company, that would coordinate everything that is connected with the cultural heritage. Therefore, after the termination of the project, this output will be held, as it represents the basis for further cooperation in culture. The IT platform will also remain within the property of the Primorje-Gorski Kotar County, and its further maintenance and use will be entrusted to the Primorje-Gorski Kotar County.

The IT platform represents a tool for the promotion of destination and for the simpler organization of tourist and cultural manifestations. It has been thought-out as to be universal and most certainly not to be limited geographically or thematically. At this moment, the platform is being elaborated for this cross-border area;

based on the testing result, it will be used regularly also in the future. Thus, this concept is very easily applicable for other destinations within, or outside of, the cross-border area. Also, the AAB formation is not limited, not strictly defined legally, so that such a form of support in the development of cultural tourism can be developed in any destination outside of the cross-border area.

Activities and deliverables:

A3.1 - ArTVision Advisory Board

The aim of the ArTVision Advisory Board is to provide strategic direction and full support in the development of promotional concepts of tourist products based on the offer of cultural content. The Advisory Board will be composed by the Partners' representatives and by external experts from the tourism and culture sector. The Advisory Board's work will be focused on the creation of the concept for destination's promotion, on advising and monitoring the development of the IT platform, the continuous monitoring of the effectiveness and success of the platform, the creation of guidelines to improve the system, monitoring of the development of the guidelines for the inclusion of a large number of artists and destinations and promotion of the entire system at a local and regional level, etc. The Advisory Board will meet together periodically in order to maintain the coordination of meetings.

- D3.1.1 – Established ArTVision Advisory Board

A3.2 - IT Platform

ARTVISION+ IT platform is an essential tool on which the promotional concept is based. Considering that the project will upgrade the existing developed concept, the platform is a direct continuation and the actual/real capitalization of the ARTVISION project. The purpose of the platform is double, because in one hand it is a model of promotion of tourist destination through the lens/prism of culture and different experiences of artists but, at the same time, it is a communication channel between the artists who offer their content and the cultural events' organizers that have a comprehensive cross-border base of cultural content available, through the platform. The platform will be responsively designed in a manner that will be possible to apply it for use on multiple operating system and types of display (PC, tablet, mobile phone, etc.) to give an innovative character to the platform. The Partner responsible for this activity is the Primorje-Gorski Kotar County.

- D3.2.1 – Design of IT Platform
- D3.2.2 – IT Platform fully operational

A3.3 - Education of artists and students

The purpose of this SWP is to realize the training and educational activities aimed for young people (video makers and students from academies) that can be involved in all the phases (ideation and creation of the video, production and editing of video, editing and so on). They will be also involved in the "backstage activities" such as the video realization of TV crew activities. The activity is based on practical training for video makers and students from academies. This activity foresees the training of artists and students from the Academy of Applied Arts in both countries, on how to use and create a video for the promotion of their work. The TV crew will educate them on how mentors for the new artists in the field of video production in a new way and with different methods. The PP responsible for this activity is the University Ca Foscari.

- D3.3.1 – Webinar

For students and artists who are prevented to participate at one of the workshops, the latter will be organized through a webinar, where they will be directly included. Webinars will be located on the platform. Apart from this, webinars will be elaborated with the aim of a broader use of the platform, in order for more people to use this concept.

- D3.3.2 – Web tutorial

For an easier management and knowledge acquisition on video production, web tutorials will be made in order to facilitate the understanding of video production for the workshop's attendants.

- D3.3.3 – 8 education workshops

With the aim to set quality video material on the web platform, workshops intended for artists and students, are of great significance. Each partner will hold a workshop in his own country (4 ITA in premises and coordination of PPF (2 workshops) and 2 Veneto Region; and 4 in CRO: 2 Public institution RERA S.D., 2 Primorje-Gorski Kotar County). In order to guarantee the cooperation aspect, the training activities will be organized in exchange: each partner will host and organize training activities aimed not only to its own students or video makers, but also to the ones from the other partners' countries. The added value is that students and video makers coming from different territories and contests will work together and collect best practices and experiences.

A3.4 - The promotion of concept through the workshops and promotional materials

In order to maximize the utilization of the IT platform for the promotion and organization of cultural events, it is necessary to conduct a comprehensive systematic promotion. The promotion of utilizing/usage of the application will be directed towards destinations at a local level through contact to the regions, cities and small towns, in order to inform them about the possibilities and usefulness of this application. The PP responsible for this is the University Ca Foscari with the help of each PP. Each PP will be in charge of the promotion carried out via electronic media, in a way that it will publish the data on the IT platform and its benefits on its official web page.

- D3.4.1 – Promotional Workshops

The promotion will be carried out by organizing the 4 promotional workshops in each country (2 RH – responsible partners Public institution RERA S.D. and TZ Kvarnera, 2 ITA – responsible partners Regional Tourism agency Puglia and Veneto Region).

- D3.4.2 – Promotion carried out via electronic media

The promotion will be carried out by using all levels of electronic media (social network, publications in electronic media, selective newsletter, with the possibility of choosing the level of news by the user, etc.).

WP4 – Promotion of tourism destinations

Description of the work package:

The cross-border area has an explicit development potential, but it is not systematically elaborated. Promotion is the key to motivate tourists to visit a new destination, therefore this WP is dedicated to different promotional tools which have the same goal. The aim of this WP is to promote the included cross-border area as a unique tourism product (cultural tourism) through a systematic and comprehensive promotional campaign. Destinations will become recognizable through a quality promotion concept. Thus, the activities of this WP are directed towards the elaboration of a quality promotion concept and they can be defined as follows: video production (the Partner responsible for this activity will be Pino Pascali Foundation Museum of Contemporary Art), the organization of cross-border cultural events (the Partner responsible for this activity will be the Veneto Region), the promotion of the destination through the media, electronic tools and similar, connecting with the Partner responsible for this activity will be TZ Kvarnera). In the development of the main outputs, target groups in this WP will be directly included through workshops, social media etc.

The WP's main expected outputs are video materials, cross border cultural events and a promotional campaign. The video materials will be elaborated with the aim to present destinations through the prism of culture and work of the artists. Furthermore, with the placement on the web platform, this type of representation and promotion will be used in its entirely. Cross-border cultural events are extremely significant, as they represent the best way for two countries to unite and realize an effective cooperation in the development of sustainable cultural tourism, through interesting tourism offers. Destinations with no effective promotion remain unnoticed, thus the aim of this promotional campaign is to reach a minimum of 20 destinations that, so far, were not recognizable. The campaign will comprise the use of different promotional tools, especially social networks and media advertising.

The video materials which result as an output by themselves represent a method of preservation. After the project's termination, the display of a destination in form of a video clip, will permanently stay saved in the platform. Through education, artists and students will be motivated, and this will bring to continuity in the creation of video clips, as a permanently preserved clip of their work. This platform allows them to promote for free, and there are no creativity limits in the display of their work. The institutional sustainability is within the framework of the single artist – owner of the single video clip. The financial sustainability is not necessary after the project's conclusion. Cross-border cultural events (manifestations) ensure their

sustainability precisely through the platform that serves for their effective organization. The promotion campaign will use different promotion methods, from printed materials to electronic overviews.

Video clips are public and available on the platform, and they are property of the mere artist. The recording method and the method this concept of destination promotion is used, are not limited in any way to this cross-border area, but are transferable outside of the cross-border area. The organization of cross-border cultural events, takes place entirely on the web platform for communication and cooperation. Therefore, this output is also transferable outside of the cross-border area, as much other country that wants to have some of the manifestations of this cross-border area in its tourism offer, may realize cooperation with the same artist or cultural events' organizers through the platform. The promotional campaign uses different tools for promotion, it is not defined or limited on single tools, thus it is possible to apply it outside of this area.

A4.1 - Video production

The production of video material in this phase of the project serves to demonstrate the creation methodology of the video material, demonstrate the success of this destination promotion, encourage young authors to work and exploit the training carried out in SWP 3.3. Capitalizing developed skills and knowledge from the original ARTVISION project, in this part of the project mentors, together with selected students, will produce video materials for a tourist destination. Within the project, it is planned to produce 36 videos, 18 in each country. The work of mentors and students involves cross-border exchanges. Besides the production of video material, in this part of the project mobile team will be equipped and will help other authors in the production of video material. Every video will aim to tell a story of a less known destination through the eyes of art, not only visual arts, but all kind of "creative" art. The coordinator of this activity will be PPF.

- D4.1.1 – Production of 36 video materials

18 Video materials will be made in Croatia (responsible partner Primorje-Gorski Kotar County and Public institution RERA S.D.. 18 in Italy – responsible partners PPF I Veneto Region). Short videos with work of artists will be made/recorded on the workshop from SWP 3.3 (duration 10 min max). Main purpose of recording those videos is to show the beauties of destination through the artist's work. Videos will be available for all people and on type of devices or promotional channels.

A4.2 - Cross-border cultural events

The aim of this activity is the organization of two cross-border cultural events in each country, which will be fully organized within the IT platform. The aim is to demonstrate the functionality, simplicity of use and benefits of the organization in that way, but also to promote the use of cultural contents in order to develop the tourism product. An additional objective is their presentation through the IT platform. Through the organization the functionality of part of the platform which serves as a communication tool between

producers of cultural content and organizers of cultural and tourism events, will be demonstrated. The Partner responsible for this activity will be the Veneto region with the assistance of TZ Kvarnera and Regional Tourism Agency Puglia.

- D4.2.1 – 4 cross-border cultural events organized (2 in IT – Veneto Region and 2 in HR – Primorje-Gorski Kotar County and Public institution RERA S.D.)

The ultimate goal of the event organization is the tourism promotion of destinations, attracting tourists through culture, as well as the demonstration of the practicality of the events organization by the usage of the application.

A4.3 - Promotion of the destination

The promotion of a destination includes a presentation of the IT platform content in various public areas. This includes the presentation on TV, info display of tourist organizations, museums, airports, bus and railway stations etc. For that purpose, cooperation agreements will be signed with the infrastructure owners and the content of each individual destination will be customized. The Partner responsible for this activity is the TZ Kvarnera, but all partners will be included in this activity. All partners have to set recorded video – materials on info displays on 10 locations by their choice in cross-border area.

- D4.3.1 – Signed Cooperation Agreements

An agreement with the infrastructure owners will be signed.

- D4.3.2 – The application available in public areas in 20 locations

The application will be available in public places, in 20 destinations (10 ITA, 10 CRO) and it will be adjusted for disabled people.

A4.4 - Connecting to the different websites

With the aim to promote tourist destinations, in this activity the connection of the IT platform with websites will be carried out in both countries. The aim is to provide a space for a brief overview of the destination, through the contents of the IT platform, on any web page. Connectivity includes adjustment of the display depending on the capabilities of each site, with the purpose of an attractive and affirmative presentation of the video material that will interest visitors, on a small available space. Connectivity will be implemented through the web pages of Tourist Boards, Travel Agencies, hoteliers, private renters and pages specialized in booking tourist facilities (accommodation, rent-a-car, etc.). The PP responsible for this activity is the TZ Kvarnera.

- D4.4.1 – Number of connected websites

The IT platform will be connected with 50 websites.

A4.5 - Promotion directed to organizers of tourist attractions

The basic objective of this activity is a promotion directed towards organizers of tourist attractions and a promotion of destinations included in the platform. Promotion includes contacting and communicating with Tour-operators, Travel Agencies, specialized journalists, specialized web platforms etc. with the aim to present features, capabilities and contents of the platform. Within the framework of the promotion campaign, a presentation of the project will be organized on fairs, trips to the destination, in order to present the destination to Tour-operators and Tourism Agencies, as well as the presentation of the tourism product at appropriate manifestations, fairs. An important part of the platform is to review the maintenance dates of the cultural events. This represents an excellent source of comprehensive information, which will significantly help the organizers in the creation of tourist itineraries. The PP responsible for the promotional campaign is the TZ Kvarnera.

- D4.5.1 – Implemented promotional campaign

The promotional campaign will be based also on workshops, directed towards the organizers of cultural-tourism events, on fair visits, trips with Tour-operators and Travel Agencies and the presentation of the tourism product in appropriate manifestations, fairs. 8 workshops will be held (4 in CRO, 2 - TZ Kvarnera, 2 - Public institution RERA S.D., 4 in ITA, 2 – Regional Tourism Agency Puglia, 2- Veneto Region). At the level of a single country, two workshops will be held in the spring-summer period, and two in the autumn-winter period. The aim is to provide cultural events' organizers data and insights in these tourism product thus cultural events organizers have in time real information's about touristic product so can to elaborate the tourism offer accordingly. In this way, the tourism offer will be elaborated effectively, and it will extend through the entire year.

4. Procedures for co-ordination

Each partner is in charge of those activities scheduled on ArTVision+ which are supported by the specific budget for which is responsible.

4.1. Project Management Team

The size of the management team set in place may vary but it has to comprise as a minimum the following functions: Project Manager, Finance Manager; Communication Manager, which should be ideally assigned to different persons working in close coordination and cooperation. At the partner level it could be useful to guarantee to a certain extent similar functions (project, finance and communication management) within the partner's institution in order to allow a good information flow and coordination.

Management position	Responsibilities / tasks	Characteristics needed
Project Manager (PM)	• Coordinates and manages the project implementation • Drives the partnership • Monitors project progress towards the set objectives and work plan as in the latest version of the approved AF • Ensures internal information flow and knowledge management • Performs quality control of deliverables and outputs • Prepares the activity parts of the six-monthly progress reports and timely submits these • Regularly communicates with the JS	• Be goal orientated • Be able to lead teams (including the ability to moderate, mediate motivate and solve conflicts) • Have a good understanding of the project content • Demonstrate good organization skills and communication skills as well as cultural empathy • Have good English language skills • Be active and participate in all partner meetings and follow-up closely what partners do • Have flexibility in order to overcome unforeseen difficulties • Have experience in project management, preferably in

	• Coordinates closely with the Finance and Communication Managers	international cooperation and European territorial cooperation • Stay in close cooperation with the responsible JS desk officer
Finance Management (FM)	• Ensures a sound financial management of the project • Passes on relevant financial Programme information (e.g. on rules and requirements regarding eligibility of costs, financial reports, audits etc.) to al PPs • Monitors financial project progress (including expenditure of partners and payments) • Prepares the financial part of the six-monthly progress reports • Communicates with the JS upon needs • Works in close contact with the Project Manager	• Have a sound knowledge of the EU and Programme rules, as well as national rules in her/his country, applicable to the project • Have sufficient analytical capacities • Demonstrate good organization skills (completion of tasks within deadlines, follow-up etc.) • Have good understanding of the links between project content and budget • Have good English language skills • Participate in partners meetings according to needs and follow-up closely what partners do • Be flexible and prepared to deal with new factors, unforeseen events or problems having influence on the project budget • Have experience in financial project management, preferably in international cooperation and European territorial cooperation • Stay in close cooperation with the responsible JS desk officer
Communication manager (CM)	• Develops and implements the project communication strategy • Coordinates all communication activities in the project among all PPs in close coordination with the Project Manager	• Be goal-oriented • Have very good English language skills • Be able to lead teams as primus inter pares

	• Builds the capacity of PPs to effectively communicate project achievements • Communicates with the JS upon needs	• Have a good understanding of the project content • Demonstrate good organization skills and communication skills as well as cultural empathy • Be active and participate in all partner meetings and follow-up closely what partners do • Have flexibility in order to overcome unforeseen difficulties • Have experience in communication management • Stay in close contact with all partners, especially the LP and project manager

A clear and effective division of roles and responsibilities among partners is needed in order to involve them according to their capacity, experience and resources in the project. Usually partners will work together on the project for a relatively long period of time, and a common working culture needs to be developed in order to make this process work. At the very beginning, in the start-up phase, rules, common tools and structures have to be defined (Partnership Agreement and Management Plan) in order to effectively face the following performing period, typical of the project implementation phase.

Responsibilities	LP	PPs
Continuously monitor project progress *(ensure that the project stays on track)*	• Monitor progress of key project elements • Deliverables comply with content and quality requirements • Milestones are met • Cost as budgeted • Review and process requests for modifications to the plan	• Review progress of tasks on partner level • Report to the LP/inform about the progress • Inform of the potential risks and problems associated with risks

Conduct team reviews *(review progress and plan for the next activities)*	• Determine the information needs in the partnership • Decide/discuss how best to communicate information • Acquire the necessary information (e.g., through Programme sources)	• Inform about information needs and discuss them with the LP and the rest of the partnership • Regularly exchange status information • Present/discuss plans for next actions, and outline action points
Manage modifications *(monitor modifications to one of more project parameters)*	• Document the modifications requested, prioritise modifications that involve the whole partnership • Estimate the resources involved to implement the modification that involves all relevant partners • Inform Programme management, or make a request for a modification • Include an alternative solution • Provide a description of how the modification request affects the project resources and outcomes • Ensure the approved modifications are incorporated in the project structure and carried out	• Outline the modification – link it to the original plan – highlight deviations • Estimate the impact of the modification on the partner's part of the project, and on the project as a whole • Inform and discuss with the LP and the rest of the partnership
Communicate *(ensure that the project achievements are communicated to the relevant stakeholders)*	• Harmonize key messages used for communication • Prepare information and material to be used for communication • Communicate project achievements in their networks	• Prepare and present deliveries and achievements as requested • Communicate project achievements in their networks
Formal project progress review *(ensure that the relevant Programme*	• Identify what needs to be prepared for the review	• Undertake progress review (e.g., against timetables, indicators, etc.)

bodies are kept informed of project progress)	• Allocate tasks in the partnership regarding the provision of information • Establish logistic for information flow between the partnership and the Programme • Undertake overall project progress review (e.g., against timetables, indicators, etc.) • Prepare the project periodic reporting and submit to the Programme	• Prepare and present status information as requested • Identify action items that require attention by management and/or stakeholders

In case of non-performing or inactive partners, the most effective solution is to create an atmosphere where all partners feel able to express dissatisfaction and internal problems. If problems continue, the LP may be forced to consult with the Programme authorities in order to properly address this issue and make sure that the project is able to deliver results as foreseen in the approved AF.

4.2. Project Steering Committee

This structure is mandatory and shall hold meetings at least once per reporting period, in which each partner has to be represented and should actively take part in the decision making process. In general the PSC should consist of one representative per PP and the project manager and/or LP (communication manager and financial manager, if these functions are separate) as a minimum of members. Other partners can be involved in some specific meetings according to the subjects discussed. In addition, it can involve further key stakeholders to widen its mission (without participation in decision): e.g. political representatives, representatives from administration, social partners and other regional actors (e.g., NGOs) or experts of specific sectors addressed and tackled by the project.

Rules of procedure for the PSC should be confirmed by all partners, and information about all issues discussed and decisions taken have to be well communicated within the partnership before and after the meetings.

Main tasks of the PSC are:

• **Monitoring and validation of project contents**: this includes verifying that the project implementation is in line with activities and outputs defined in the approved AF. Furthermore it means validating the quality of main project out-puts and the progress towards achieving set objectives.

- **Monitoring of project finances**: this includes monitoring the project budget, budget flexibility and project spending.

- **Monitoring of project communication**: this includes monitoring of the branding of the project and review of progress made towards reaching communication objectives.

- **Review of the management performance and of the quality of progress** reporting towards the Programme bodies.

- Monitoring and management of **deviations.**

As the PSC is a decision-making group, it is very important that the PP representatives have the power and the knowledge to take decisions on the issues to be discussed. This means that the PP preparing the meeting needs to send out papers well in advance, so each PP can discuss key issues internally in their organization and reach an opinion. It is important to ensure that PP representatives have decision-making power covering both content and finance matters. When frontal meetings are not possible, it is important to foresee a written decision-making procedure, in order to speed-up project decision-making and implementation. In smaller partnership projects there is often no need for a separate PSC. Each PSC's meeting needs to be shared with the partnership and then sent to the MS/JS with the related Progress Report.

4.3. Financial co-ordination

1. The LP and PPs shall implement the project with care, efficiency, transparency and diligence in compliance with this Contract. For this purpose the LP and all the PPs shall mobilize all the financial, human and material resources required for the full implementation of the project as specified in the AF.

2. In order to be eligible at project level, costs must relate to activities foreseen in the AF, be necessary for carrying out the activities, achieve the project's outputs and results, and be included in the estimated budget as planned in the AF.

3. The costs must also be reasonable, justified and consistent with the applicable internal rules of the partner, National, Programme and EU rules and in accordance with the principles of sound financial management (the stricter rule shall always be applied).
   The expenditure must be identifiable, verifiable, plausible, determined in accordance with the relevant accounting principles and be backed by original supporting documents.

4. Eligible are only costs that have been paid out between the start date and the end date of the project as set in the AF and present Contract, with the only exception of preparation costs and the expenditure related to the project closure. With regard to the eligibility of preparation costs, these will be eligible as a lump sum (total budget) according to Factsheet n. 3 "Project Development" and 6 "Project Implementation". The project closure expenditure refers to the finalization of all the legal and administrative duties and obligations of the LP and PPs related to the granted activities and to

the incurred expenditure. These activities will take place over a period of three months as specified in Article 6.

5. VAT does constitute an eligible expenditure only if it is definitely borne by the LP and PPs and it is shown in the bookkeeping as a project cost. It must be noted that if the VAT is recoverable by whatever mean, it cannot be considered eligible, even if the LP or PPs do not actually recover it. To this aim the LP/PP were requested to define their VAT status in the AF. In case of any doubt, the VAT will be deemed ineligible for that PP. In case the VAT status of the LP/PPs changes affecting the approved budget, the JS/MA have to be informed and relevant documentation is to be provided to justify the change: in any case, there won't be any increase in the assigned budget.

4.4. Partners bank information

Partner	IBAN	Name of the bank	Address	SWIFT
Primorje-Gorski Kotar County	████████████████	██████████ ██	████ ████ ████ ██	██████
Kvarner Region Tourism Office	████████████████	██████████████ █████	██████ ███ ███ ███ ████	█████████
Public institution RERA S.D.	████████████████	█████████████	██ ███████ █████ █ ████ ██	████████
Pino Pascali Foundation, Museum of Contemporary Art	████████████████ ██	████ █████████	█████ █████ █████ ████ █████	
Agency Pugliapromozione	████████████████ ██	██████████████ ██	██ ████ ████ ███	██████████ █

CA Foscari University of Venice	▬▬▬▬▬▬ ▪	▬▬▬▬ ▬▬	▪ ▬▬ ▪ ▬▬▬ ▬▬▬▬ ▬▬ ▬▬▬ ▬▬	▬▬▬▬ ▪
Veneto Region	▬▬▬▬▬▬ ▪	▬▬ ▬▬▬▬ ▬▬▬ ▬▬▬▬	▬▬ ▬▬▬ ▬▬ ▬▬	▬▬▬▬ ▪

4.5. General administrative co-ordination

1. The LP bears the overall financial and legal responsibility for the entire project and for the PPs. The LP represents the partnership and acts as the only direct contact between the project and the MA/JS.
   The LP is liable towards the MA if obligations as laid out in Contract or in applicable European Union´s or National laws are not fulfilled by the project partnership in the same way as for its own conduct.

   Furthermore the LP shall assume sole liability towards third parties, including liability for damage or injury of any kind sustained by them while the project is being carried out. The LP shall discharge the MA of all liability associated with any claim or action brought as a result of an infringement of rules or regulations by the LP or one of the PPs, or as a result of violation of a third party's rights.

   The MA cannot under any circumstances or for any reason whatsoever be held liable for damage or injury sustained by the staff or property of the LP or one of its PPs while the project is being carried out. The MA can therefore not accept any claim for compensation or increase in payment in connection with such damage or injury.

2. The LP shall be responsible for ensuring the start and the efficient implementation phase of the project according to the time schedule in the AF, taking the responsibility of the entire operation. To this end, the LP assume the following responsibilities:

As far as operational and administrative issues are concerned:

a) guaranteeing that the project implementation complies with the legal framework according to Contract and with all the relevant legal and other requirements under the law which applies to the LP organization and to its PPs and their activities and that all necessary documentation (e.g. building permissions, environmental impact assessment statements) have been obtained;

b) ensuring the implementation of the entire project in observation of the rules and procedures set in Factsheet n. 6 "Project Implementation" (e.g. monitoring the project physical and financial progress, recording and storing of documents, requests for project changes, implementation of information and publicity measures, etc.);

c) providing the PPs with all information and documents needed for a sound and legally correct project implementation including requirements related to communication and publicity;

d) providing data for the Programme electronic management and monitoring system in compliance with Contract and according to the MA and JS instructions;

e) submitting with the respective progress report the main outputs and deliverables as stated in the AF and following the procedures set in Factsheet n. 6 "Project Implementation". One sample of each developed material or any proof of output realization shall be stored at the LP´s or PP´s premises for control and audit purposes;

f) inviting the MA/JS to participate in project Steering Committee meetings as an observer and providing minutes of these meetings to the MA/JS;

g) ensuring that all project documentation is kept available for a period of four years following the project closure or otherwise required by the specific legislation (e.g. State Aid). The time period referred to shall be interrupted either in the case of legal proceedings or by a duly justified request from the European Commission.

As far as financial issues are concerned:

h) guaranteeing the sound financial management of the funds allocated to the project, including the arrangements for recovering amounts unduly paid;

i) ensuring that its expenditure and that of the PPs has been paid for the purpose of implementing the project activities as agreed among all the beneficiaries and as defined in the approved AF;

j) ensuring that the expenditure presented by all PPs has been verified by the controllers duly appointed according to the specificities of the national FLC system of country where the partner is located;

k) meeting the reporting requirements and collecting documents and information from the PPs in order to submit the progress reports and the AfR;

l) receiving the reimbursement amount from the Programme on behalf of the entire partnership and transfer the due amounts to its PPs correctly and within the timeframe agreed in the PA without deducting any amount or specific charge;

m) maintaining a separate accounting system for the project implementation purpose, ensuring the identification of each financial operation within the project;

n) including in the PA a provision concerning the setup of separate accounting systems by PPs;

o) informing the MA immediately if project costs are reduced in a way that has an impact on the approved AF, or one of the disbursement conditions ceases to be fulfilled, or any circumstances arise which entitle the MA to reduce payment or to demand repayment of the subsidy wholly or in part;

p) guaranteeing the reimbursement on behalf of the affected PP of the amounts unduly paid to the MA upon receipt of a recovery order following the detection of an irregularity;

3. The LP assumes the obligation to stipulate the Partnership Agreement (PA) with each PP, immediately after the entering into force of the present Contract, in order to lay down the arrangements for ensuring that the PPs fulfil their responsibilities and obligations under this Contract. The MA reserves the right to check the PA in order to verify that it has been signed and that it is in conformity with the minimum requirements; to this end, the LP should send the signed PA via SIU as attachment to the advance payment request, if submitted, or to the first Progress Report.

The LP will inform JS/MA without any delay about any envisaged changes of the PA.

The LP guarantees that the PA provides also for a clear division, in line with the AF, of the mutual responsibilities between all partners and of the obligation of each PP to assume responsibility in the event of any irregularity or incorrectness in the expenditure which has been declared.

Furthermore, the LP agrees on behalf of all PPs that the names and addresses of all PPs, the purpose and the amount of the subsidy and of the PA may be used by the Programme bodies in the framework of information and communication measures as well as reporting to the European Commission.

4.6. Technical co-ordination

A Steering Committee will be set up, to manage all technical co-ordination actions for the materialization of ArTVision+ project such a Committee there will be for each partner the representative responsible of the technical implementation and the representative for financial co-ordination.

The Steering Committee will meet five times during the implementation period with the primary objective of achieving a more successful implementation of the project activities. It will consist of members of the entire project Partners. The SC's monitoring and supervising will primarily define and identify the risk that may occur during the project and the ways they can be mitigated. This will ensure a constant overview of the previously achieved deliverables and monitoring of the project team. The Lead Partner will be responsible for the preparation and organization of the Steering Committee's work, as well as for the drafting of the SC meeting's minutes.

4.6.1. Members of the Steering Committee

Partner	SC representative
Primorje-Gorski Kotar County	████████████
Kvarner Region Tourism Office	██████████
Public institution RERA S.D.	█████████
Pino Pascali Foundation, Museum of Contemporary Art	██████████████
Pugliapromozione Agency	███████████
Ca Foscari University of Venice	██████████
Veneto Region	██████████████████

4.7. General managing rules

4.7.1. Co-operation with third parties

In the event of co-operation with observers, of delegation of part of the activities or of outsourcing, project beneficiaries will remain the sole responsible parties.

General coordinator will be informed by project beneficiaries about the subject and party of any contract concluded with a third party in order to inform the Management Authority, if it is necessary.

4.7.2. Working languages

The working language of all procedures for the three types of co-ordination described in previous chapter will be English.

4.7.3. Liability

The project beneficiaries will comply with this Management Plan. In case of *force majeure*, project beneficiaries involved must announce this within 48 hours in writing to the other partners of the operation.

The project beneficiaries undertake to take all the necessary measures to prevent any risk of conflicts of interests which could affect the impartial and objective performance of the Management Plan.

Any situation constituting or likely to lead to a conflict of interests during the performance of the project beneficiaries must be brought to the attention of the parties, in writing, without delay. The project beneficiaries shall undertake to take whatever steps are necessary to rectify this situation at once. The other project beneficiaries reserve the right to check that the measures taken are appropriate and may demand that the project beneficiaries takes additional measures, if necessary, within a certain time.

4.7.4. Confidentiality

The project beneficiaries undertake to preserve the confidentiality of any document, information or other material directly related to the subject of ArTVision+ project that is duly classed as confidential. The project beneficiaries shall remain bound by this obligation beyond the closing date of the action.

4.7.5. Publicity

Unless the Commission requests otherwise, any communication or publication by the project beneficiaries about the action, including at a conference or seminar, shall indicate that the action was co-financed by the Programme Interreg Italy – Croatia.

Any communication or publication by the parties, in any form and medium, shall indicate that sole responsibility lies with the author.

In addition, all necessary actions will be undertaken (e.g. through the press, with signs if deem necessary) to acknowledge the elaboration of this action with co-financing from the Commission.

4.7.6. Amendments

This Management Plan, including the Annexes thereto, may be amended only by an agreement reached in a Steering Committee Meeting and presented in written form in the respective Steering Committee proceedings. No verbal agreement may be binding on the project beneficiaries for this purpose.

Any request for amendment must be received by the general coordinator at least two months before the expiry of the duration of the project.