



MINUTES

of Kick-off Meeting

Zero Waste Blue - Zero Waste Blue sport events for territorial development

Date: 4th/5th July, 2018

Place: Hotel Ambassador, Opatija (Croatia)

The first day of the Kick-off Meeting started at 4th July at 2 PM and finished at 6.30 PM.

The second day of the Kick-off meeting started at 5th July at 9 AM and finished at 1 PM.

Present:

- 1. LP: Town of Opatija (Croatia)**
Mirna Spasić

- 2. PP1: University of Rijeka, Faculty of Tourism and Hospitality Management (Croatia)**
Marinela Krstinić Nižić
Maša Trinajstić
Saša Cerovac

- 3. PP2: Zadar County Development Agency ZADRA nova (Croatia)**
Renata Marušić
Luka Vukoša

- 4. PP3: Dubrovnik and Neretva Region (Croatia)**
Lejla Dilberović
Luna Polić Barović

- 5. PP4: ERVET Emilia-Romagna Economic Development Agency Ltd. (Italy)**
Rita Trombini
Claudia Ferrigno

- 6. PP5: Emilia-Romagna Region (Italy)**

Maura Mingozi
Clelia Capozzi

7. PP6: Veneto Region (Italy)

Nadia Giaretta
Caterina Parlante

8. PP7: Molise Region (Italy)

Adolfo Fabrizio Colagiovanni
Alessio Finori

9. PP8: Municipality of Ancona (Italy)

Sanja Vukorep
David Francescangeli
Ornella Guglielmino

10. PP9: Veneto Innovazione Spa (Italy)

11. Logoteam d.o.o. (Croatia)

Dražen Žgaljić
Ornella Jadreškić

Agenda:

- 1. Presentation of the Zero Waste Blue project: Town of Opatija**
 - 2. Presentation of partners and main features of their territories in the field of tourism (all partners)**
 - 3. WP 1 – Project Management and coordination of activities: Town of Opatija**
 - 4. WP 2 – Communication activities: Zadar County Development Agency ZADRA nova**
 - 5. WP 3 – From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementations: ERVET Emilia-Romagna Economic Development Agency Ltd.**
 - 6. WP 4 – How to protect and promote natural and cultural heritage through ZWB sport events: University of Rijeka, Faculty of Tourism and Hospitality Management**
 - 7. WP 5 – ZWB: growing jointly promoting the value of natural cultural heritage awareness: Municipality of Ancona**
 - 8. Work schedule until December 2018: Town of Opatija**
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1. The first day of the Kick-off Meeting started with the presentation about the Zero Waste Blue (ZWB) project in general. The presented facts were full title, acronym of

the project, duration, partners, budget, project overall objective, capitalization description, project specific objectives, programme output indicators, target groups, activities and WP leaders.

2. The second presentation was introducing of each project partner. Each of them presented their region/municipality/institution, in order as project partners. The presented facts were general information, characteristics of tourism, main activities, international cooperation, involvement in projects and contacts for the ZWB project. After the presentation of the last project partner (Veneto Inovazione via Skype), the first day of the Kick-off Meeting was closed.
3. The second day of the Kick-off Meeting continued with the presentations of all WPs. The first was WP 1 – Project Management and coordination of activities, presented by LP, Town of Opatija. The WP 1 will ensure technical and financial management of the project. Activities will be monitored and evaluated by all partners as well as an external expert. It was agreed the constitution of the Cross-Board Committee (CBC) within one month. CBC will be set as the equivalent to the project Management Board, out of 2 staff members per partner.

The activities from this WP include start-up activities which deliverables are, at the moment, almost done. Other activities are:

- Day-to-day project management, coordination and internal communication that includes overall project coordination and management, development of methodology and tool for successful project implementation, definition of the Action Plan, definition of a Methodological Paper, document stating project procedures to be followed, templates to be used;
- Steering and monitoring of the project implementation that includes organisation of 2 project meetings, using of free of charge and low charge communication tools (e-mail, Skype, telephone) questionnaires made by LP after 2nd and 3rd project meeting and external evaluation of the project implementation;
- Financial management, which means that the LP will ensure transfer of funds and cash flow management and every partner will prepare and submit their financial Progress Reports and Final Progress Reports to the FLCs and LP will submit the payment claims to the MA. The FLC for Croatian partners is national Regional Development Agency, but Italian partners don't have the FLC yet, so the recommendation is to choose it as soon as possible.

Open questions in this WP are what methodology is the best for measurement of indicators and target groups, who will be the members of CBC. LP has to organize Google drive for the project.

The first separated presentation was about minor and major changes in the project, eligibility of expenditure and programme financial templates.

The second separated presentation was dedicated to SIU system for introducing the reporting process, main steps and tools. The completely SIU system was explained step-by-step.

4. The second presentation was WP 2 – Communication activities, presented by ZADRANOVA. The activities from the WP 2 are:
 - Start-up activities that include Communication Strategy and Project Visual Identity which is already done, but has to be changed because there are some mistakes in existing poster;
 - Media relations, publications and digital activities that include press conferences (8 – one has already been held), questionnaires (10 online, 20 or the participants of press conferences), newsletter (each partner will provide them to their target groups), printed publication, brochures, promo videos, media campaign summary, project internet base and social media profile. Each partner must make at least 2 types of the project media promotion;
 - Promotional activities and events that includes ZWB posters (10), initial and final video of the project, 7 promotional videos, final meeting and 10 events participated.

The questionnaires will prepare the LP and forward to all partners. Questionnaires must be filled by people with disabilities and collected after each event.

Initial and final video will be made by PP9, while each region must make one video (also one from the LP). Also, it is necessary to participate and present the project on at least one event which is not part of the ZWB project.

5. The third presentation was WP 3 – From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementations presented by ERVET. The activities from this WP are:
 - Methodology and best practice exchange that includes setting up of 10 local working groups (LP coordinate Croatians and ERVET Italian and also the LP and ERVET will provide for the work methodology; there will be 20 meetings, 10 reports, 10 protocols subscribed and 10 solutions planned to be tested on the events);
 - Meeting and study visit in Bologna, brand assignment: in this activity will be presented planned solutions on sport events, and the main results, given by the ZW platform, highlights that the events have to pass the threshold of 40% to obtain the ZW brand or 70% for the ZW Gold. The first Project meeting will be held in Bologna in 29th September 2018. Other two outputs are 10 ZWB brand assigned and ZW App.
6. The fourth presentation was WP 4 – How to protect and promote natural and cultural heritage through ZWB sport events presented by Faculty of Tourism and Hospitality Management. The purpose is sustainable services/tools/solutions that will be implemented in the 10 sport events to conserve, protect and promote natural/cultural heritage of the hosting venues. The activities are:
 - Zero Waste Blue sport events implementation all across CB area, and the solutions that will be adopted are use of recycled materials, paperless communications and

- transports efficiency use, waste separate collection, use of biodegradable materials lowering plastic use, reduction of water and energy waste solutions;
- Governance and Policy instruments, which means that every region should develop their Local Action Plan with the reference to events with high impact on natural and cultural heritage and involve relevant stakeholders as much as possible.
7. The fifth presentation was WP 5 – ZWB: growing jointly promoting the value of natural cultural heritage awareness presented by Municipality of Ancona. WP 5 aims to promote Zero Waste Blue sport events network thanks to Zero Waste Blue brand, a sustainable tourist Adriatic product offered to sport tourists and to all their followers (families, suppliers, sponsors, fans) and tourists in general.
- The activity from this WP is Zero Waste Blue Brand and tourism packages that will develop marketing strategy designed to promote ZWB sport events and destinations in sport tourism market that will be the framework for creation of ZWB Brand starting from ZW Logo delivered to ZW previous events and new 10 events. LP and PP5 with Tourism Associations/Disabled People Association will organize Info days (one in Croatia and one in Italy) for event planners to educate them in welcoming people with disabilities/special needs. Another deliverable is Marketing strategy aimed to promote Zero Waste Blue in the sport tourist markets exploiting the sustainable aspects of the sport events.
8. The last presentation was Work schedule until December 2018. In this presentation was given the completely overview of all activities, their current realization and all activities planned to the end of the 2018. After this presentation the Kick-off meeting was closed.

Scorer:

Ornella Jadreškić, Logoteam d.o.o.