

# EXCOVER Project Minutes

[n1, Karlovac, Croatia, 12-13-14 March  
2019]

## TPM [TRANSNATIONAL PARTNER MEETING]

[Obrtnički centar Jurja Haulika 14  
Karlovac , Aquatika Ulica Branka  
Čavloviča 1A Karlovac]

Date: [12,13,14 March 2019]

Minutes keeper: Pier Giacomo Sola,  
Giulia Allegrucci

Time: [14.30 – 18.00 / 9.00 – 18.00  
/ 9.00 – 11.00]

### Participants

Number	Name, LAST NAME	Organisation
1	Martina Šuper Štampar	Lp Development Agency Of Lika-Senj County - Lira
2	Andrija Brkljačić	Lp Development Agency Of Lika-Senj County - Lira
3	Marija Naglič	Lp Development Agency Of Lika-Senj County - Lira
4	Marina Šimičić	Pp1 University Of Zadar
5	Božena Krce-Miočić	Pp1 University Of Zadar
6	Ana Vivoda	Pp1 University Of Zadar
7	Luka Dragojević	Pp2 Primorje-Gorski Kotar County
8	Ana Kučinić	Pp3 Development Agency Of Karlovac County Jurra
9	Ana Barković	Pp3 Development Agency Of Karlovac County Jurra
10	Eva Sobotik-Pavan	Pp3 Development Agency Of Karlovac County Jurra
11	Ivana Antica	Pp3 Development Agency Of Karlovac County Jurra
12	Danica Bago	Pp3 Development Agency Of Karlovac County Jurra
13	Ante Vekic	Pp3 Development Agency Of Karlovac County Jurra
14	Krunoslav Kralj	Pp3 Development Agency Of Karlovac County Jurra
15	Elena Puntil	Pp4 Union Of Municipalities Of Carnia
16	Gianfranco Macchi	Pp4 Union Of Municipalities Of Carnia
17	Andrea Guizzardi	Pp5 Alma Mater Studiorum - University Of Bologna
18	Donatella Cozzi	Pp6 University Of Udine
19	Monica Pascoli	Pp6 University Of Udine

20	Cristina d'Angelo	Pp7 Municipality Of Rive D'arcano
21	Mauro Conficoni	Pp8 Delta 2000 Consortium
22	Marzia Cavazzini	Pp8 Delta 2000 Consortium
23	Claudia Romaniello	Pp9 Municipality Of Campobasso
24	Sabrina Tirabassi	Pp9 Municipality Of Campobasso
25	Enrico Anghileri	Pp Parco Sasso Simone Simoncello
26	Milena Rossi	Pp12 Municipality Of Predappio
27	Giulia Allegrucci	Consultant
28	Gianluca Sarti	Consultant
29	Pier Giacomo Sola	Consultant
30	Maddalena Nicoletti	Consultant
31	Gilberto Zangari	Consultant
32	Davor Cerljenko	Consultant

# DAY 1: March 12, 2019



## 1. General introduction to the project and strategic part

Discussion	Responsible
<p>Ana Barkovic welcomed the partners on behalf of the hosting partner Public institution Regional development agency of Karlovac County.</p> <p>Gianluca Sarti shortly introduced the project:</p> <p>-Objectives:</p> <p>(1) the first is external oriented and consists of undertaking a set of coherent actions to promote and valorise in the international and national market little or totally unknown places with tourism potential, thanks to their cultural and/or natural heritage;</p> <p>(2) the second is internal oriented, and consist of building hospitality-oriented communities through the promotion of sharing economy as local Tourism Supply Chain, and the identification/promotion of at least 1 DMC-Destination Management Company per area as engine of the marketing and hospitality process</p> <p>-DIAS: Database of involved actors and stakeholders</p> <p>-budget</p> <p>-heritage involved</p> <p>-WPs (WP0→WP5).</p> <p>-Target groups</p> <p>-At kick-off meeting, partners will:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> discuss rules of functioning and establish Steering Committee (SC).</li> <li><input type="checkbox"/> define Work Plan: tasks of each, expected outputs and results, deadlines, corrective measures in case of deviations or delays. (within 31<sup>st</sup> March)</li> <li><input type="checkbox"/> schedule 5 SC + 4 intermediate + 1 final transnational project meetings + 6 online webinar</li> </ul>	<p>Ana Barković, Public institution Regional development agency of Karlovac County</p> <p>Gianluca Sarti, Consultant</p>

## 2.State of the art of the Interreg Italy Croatia Programme

Discussion	Responsible
<ul style="list-style-type: none"> <li>• Short overview on the Interreg Programme Italy-Croatia by Hrvoje Grancarić:</li> <li>- functions and location of Joint Secretariat (Venice, Zadar, Dubrovnik)</li> <li>- Programme duration</li> <li>- total amount of funds</li> <li>- no limit to number of PPs, BUT there must be at least 1 Italian PP and 1 Croatian PP</li> <li>- priority axis and specific objectives: blue innovation, safety e resilience, environment and cultural heritage, maritime transport</li> <li>- from March to May 2017: 24 projects submitted, 22 projects approved</li> <li>- from April to July 2017, 210 projects submitted, 50 projects approved 50</li> <li>- so in total: 72 projects approved</li> <li>- PPs geographical distribution</li> <li>- 613 PPs in total</li> <li>• Strategic calls for proposals: under definition, probably to be launched in 2019</li> <li>• Post 2020 scenario: maritime cross-border dimension? no final decision taken yet</li> <li>• Standard Italy/Croatia projects – Start-up activities:</li> <li>- condition clearing procedure: OK, undergone</li> <li>- subsidy contract between the Managing Authority and the Leading Partner to be signed in March 2019; then partnership agreements between LP and PPs will be signed</li> <li>- kick off meeting</li> <li>- setting up of the managing structure</li> <li>- LP seminar: late spring 2019</li> </ul>	<p>Hrvoje Grancarić . Project Manager Joint Secretariat Branch Office Zadar</p>

<ul style="list-style-type: none"> <li>• Overview on some of the principal rules/issues regarding project implementation (inter alia):</li> <li>- Management</li> <li>- Financial Management</li> <li>- Budget lines</li> <li>- Staff costs – forms of reimbursement</li> <li>- Office and Administration</li> <li>- Travel and accommodation</li> <li>- External expertise and services</li> <li>- Equipment:</li> <li>✓ CAUTION: OFFICE EQUIPMENT: must be purchased within the first 6 months of the Project</li> <li>✓ There is no rule of origin respect to the country where equipment is purchased</li> <li>✓ THEMATIC EQUIPMENT</li> <li>- Project changes: minor and major modifications</li> <li>- Reporting:</li> <li>✓ due on a 6 months basis</li> <li>✓ LP must collect reports from PPs, which must be verified by FLC (First Level Controllers)</li> <li>✓ deadline for submission of progress report is 3 months after the end of reporting period</li> <li>✓ payments are made in tranches after presentation of each report; only LP allowed to apply for payments. Money goes to LP which will divide it among PPs according to what agreed in the Project</li> <li>- Communication</li> </ul> <p>PLEASE NOTE:</p> <p>➔ Rules governing the Programme: pay attention in particular to Factsheets n. 3, 6 and 8.</p>	
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### 3. Horizontal Principles

Discussion	Responsible
<p>Giulia Allegrucci lead the working session on horizontal themes which are core principles of importance and have relevance to all areas of the work of EU funded projects.</p> <p>These principles need to be observed in the project and therefore she described briefly duties and goals set by EXCOVER on these themes which are greening and social inclusion measures that need to be developed:</p> <p>[EQUAL OPPORTUNITIES, NON DISCRIMINATION]</p> <p>The project shall take appropriate steps to prevent any discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation during its preparation and implementation. Giulia Allegrucci gave a series of examples and indications in this sense.</p> <p>The project has established that all partners will sign a statement, committing themselves not to carry out behaviours of this kind.</p> <p>This theme also includes the issues related to gender equality between women and men.</p> <p>[SUSTAINABLE DEVELOPMENT]</p> <p>All funded projects must comply with the Sustainable Development Strategy, adopted by the European Council in June 2006, concerning the principles and objectives of sustainable development.</p> <p>Sustainable development is an overarching objective of the EU set out in the Treaty which governs all the Union's policies and activities.</p> <p>Also in this case, Giulia Allegrucci gave a series of examples and indications, such as:</p> <ul style="list-style-type: none"> <li>• publication and dissemination products: to do electronically, avoid paper when possible</li> <li>• better to do a conference call than a personal meeting to avoid CO2 emissions</li> <li>• Participants are encouraged to use sustainable means of transport or car sharing</li> </ul>	<p>Giulia Allegrucci</p>



<ul style="list-style-type: none"> <li>• Food and drink: Better vegetarian food and tap water. Use reusable dishes</li> <li>• Meeting places and accommodation: use public transport</li> </ul>	
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## 4. Partner Presentations

Discussion	Responsible
PPs shortly introduce themselves. Each of the PPs give a brief overview on: <ul style="list-style-type: none"> <li>-general information</li> <li>-cultural heritage sites</li> <li>-natural patrimony sites</li> <li>-information on tourism</li> <li>-local project management team</li> </ul>	All partners

Day 1 ended with a get-together and introductory “Ice Breaker” dinner within the context of WP1 Management, to drive partnership and networking among project partners and other stakeholders.

## DAY 2: March 13, 2019



## 1. Dissemination Event

Discussion	Responsible
<p>At the Dissemination Event were present both local and international participants. Few local representatives welcomed the attendees, expressed their support to the project and its successful implementation.</p> <p>They were:</p> <ul style="list-style-type: none"> <li>• Martina Furdek Hajdin, Deputy county prefect of Karlovac County</li> <li>• Marijana Tomičić, Head of the administrative department for the development of the city and EU funds</li> <li>• Krunoslav Kralj, Deputy director Public Institution Regional development agency of Karlovac county</li> </ul> <p>Other participants were present, Željko Fanjak, Head of the Administrative Department for Economy of Karlovac County and Marina Bušić, Director of Karlovac Tourist Board.</p> <p>Greetings have been followed by three presentations by the following speakers:</p> <ul style="list-style-type: none"> <li>• Darka Spudić, director of the Public institution NATURA VIVA for management of protected natural resources in the County of Karlovac</li> <li>• Tihana Oštrina, director of the Public institution far nature conservation management on the territory of the municipality of Rakovica</li> <li>• Margarita Maruškić Kulaš, director of the Public institution AQUATIKA-FRESHWATER AQUARIUM KARLOVAC</li> </ul>	<p>Public institution Regional development agency of Karlovac County</p>

## 2. WP1 [M: MANAGEMENT]

Discussion	Responsible
<p>•Overview on WP1 – “Project management and coordination of activities”:</p> <ul style="list-style-type: none"> <li>-objectives;</li> <li>-total budget allocated;               <ul style="list-style-type: none"> <li>- project start-up requirements: Subsidy contract; Partnership agreement:                   <ul style="list-style-type: none"> <li>○ Subsidy Contract (SC) should arrive in few days / weeks according to the Project Officer (PO)</li> <li>○ Partnership Agreement (PA) can be prepared and signed by all project partners as soon as the SC will be arriving to LP from JS. Planned finalisation date: end of April 2019</li> </ul> </li> <li>- apply for payment of grant first tranche after partnerships agreements will be signed. After signature of SC and PA it is possible to make a request for 10% prepayment, if Steering Committee with majority vote approves this request. Planned finalisation date: end of May 2019. The prepayment should arrive during summer months of 2019.</li> </ul> </li> </ul> <p>Overview on Activities n. 1 (“Start-up activities”), 2 (“Day-to-day project management, coordination and internal communication”), 3 (“Steering and monitoring of the project implementation”), 4 (“Financial management”):</p> <p>[Start-Up activities and Day-to-Day Management]</p> <p>It was underlined that all project partners need to respect the correct order for the internal information flows and avoid contacting directly the PO and JS.</p> <p>The first management activities to carry out and the related duties, responsibilities, etc. were illustrated. Several of them are to be completed by 31st March 2019:</p> <ul style="list-style-type: none"> <li>-activities description;</li> <li>-deliverables to be produced;</li> <li>-budget allocated for each activity.</li> </ul> <p>•What Coordinators Board (CB) is; functions.</p>	<p>Gianluca Sarti Consultant</p>

<p>•Information flows: how it works.</p> <p>In particular:</p> <ul style="list-style-type: none"> <li>•Setting up of PMU Project Management Unit (deadline March 2019) and local PMT Project Management Teams (deadline March 2019), composed by Project Managers, Communication Managers, Financial Managers and Quality / Risk Managers</li> <li>•Setting up during KOM of the Steering Committee (SC) (1 member per PP) and approval of its rules of functioning (deadline February 2019). SC guarantees consensus driven decision making and runs project monitoring &amp; evaluation</li> <li>•Setting up of the WP Coordinators Board (CB), restricted to WP leaders. To guarantee high quality standards in the productions of deliverables.</li> </ul> <p>PLEASE NOTE:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> •At kick-off meeting, partners will: <ul style="list-style-type: none"> <li>-Define Work Plan: tasks of each, expected outputs and results, deadlines, corrective measures in case of deviations or delays</li> <li>-Schedule 5 SC + 4 intermediate + 1 final transnational project meetings + 10 online webinars (for coordination of project activities and transfer of good practices)</li> </ul> </li> <li>•Steering Committee meetings</li> </ul> <p>[Financial Management and Explanation of the Financial Rules]</p> <p>Illustration of Financial rules of the ITA-CRO Programme 2014-2020 by Gianluca Sarti, by focusing on:</p> <p>FLC FIRST LEVEL CONTROL</p> <ul style="list-style-type: none"> <li>• Differences between Italy (decentralised) and Croatian (centralised) control systems and urge for each partner to identify and contract First Level Control (Italian) or to liaise with FLC (Croatian)</li> <li>• First reporting period ends on June 30th 2019 and progress reports will be needed to be produced within July 2019 for Croatians and August 2019 for Italians in order to receive cost certificates within September 15th 2019.</li> </ul>	
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<p>•Short info on Financial Management.</p> <p>PLEASE NOTE:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/>for Italian PPs: be quick in appoint a First Level Controller (FLC): its role is fundamental for financial reporting;</li> <li><input type="checkbox"/>for Croatian PPs: the FLC activities are centralized in the Agency for Regional Development of the Republic of Croatia. CAREFUL: report by the Agency normally delivered in 40 days. Please, be careful with your timing!</li> <li><input type="checkbox"/>first expenditure period expires on June 30<sup>th</sup> 2019. Plan your expenditures in order to reach the amount planned in the budget</li> </ul> <p>[Monitoring and Steering and Quality Management]</p> <p>Besides the SC, the other main activity related to 1.3 is the so-called “QPM Quality Project Management”. Enrico Anghileri, the project quality manager, explained was is intended with QPM in the EXCOVER project and presented the following topics:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Why quality?</li> <li><input type="checkbox"/> What is Quality Management?</li> <li><input type="checkbox"/> How is it possible to provide Quality in the Excover project?</li> <li><input type="checkbox"/> Which Tools can be developed and used for Quality Management?</li> <li><input type="checkbox"/> How to Control Quality?</li> <li><input type="checkbox"/> Who is a Quality Manager?</li> </ul> <p>Quality Management Team:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/>appointment of a Local Quality Manager for each PP; functions of Local Quality Managers; no need to have specific previous experience, but the person appointed must be in charge for delivering the activities described in the Quality Management Plan; Local Quality Managers will get instruction by the Project Quality Manager (appointed by the LP)</li> </ul> <ul style="list-style-type: none"> <li>-Checklist</li> <li>-Audit trails</li> <li>-Quality Management is not optional, not easy, needs time and efforts</li> </ul>	
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### 3. WP3 [SWOT & Reputation Analysis]

Discussion	Responsible
<ul style="list-style-type: none"> <li>• Overview on Activity n. 1 (“Realisation of SWOT and Reputation Analysis”):               <ul style="list-style-type: none"> <li>- activity description: get to know territories and their populations;</li> <li>- budget allocated;</li> <li>- deliverables to be produced:                   <ul style="list-style-type: none"> <li><input type="checkbox"/> D.3.1.1: Cross-border guideline and template to carry out the SWOT and Reputation Analysis. The cross-border guideline and template will help PPs to look for and process the data and information needed to achieve the expected purpose;</li> <li><input type="checkbox"/> D.3.1.2: Regional/local and cross-border SWOT and Reputation Analysis - 10 regional/local reports + 1 cross-border report on results of the SWOT and Reputation Analysis will be produced;</li> <li><input type="checkbox"/> to be completed by 30th Oct 2019; questionnaires to be send within July 15th 2019.</li> </ul> </li> <li>- SWOT ANALYSIS - Preparatory report:                   <ul style="list-style-type: none"> <li><input type="checkbox"/> a template will be provided by CAST to the PPs and PPs’ll be asked to fill it the best as possible in their own interest;</li> <li><input type="checkbox"/> ask residents (families running B&amp;Bs, tourist operators, hotels, other stakeholders, etc...);</li> <li><input type="checkbox"/> !!!: between 105-140-240 interviews for each PP</li> <li><input type="checkbox"/> highlight possible inconsistencies and propose corrections (inform CAST)</li> <li><input type="checkbox"/> involve PPs and Institutional stakeholders to solve possible inconsistencies and weight the importance of the elements classified in the four areas (Focus Groups</li> </ul> </li> </ul> </li> </ul>	<p>Andrea Guizzardi CAST UNIBO</p>

<p>to be scheduled; coordinate activities with University of Zadar in order to carry out Focus Groups in Croatia)</p> <ul style="list-style-type: none"> <li>- REPUTATION ANALYSIS: <ul style="list-style-type: none"> <li><input type="checkbox"/> objective: get to know tourists' point of view</li> <li><input type="checkbox"/> gather tourists' opinions on destinations' reputation and image</li> <li><input type="checkbox"/> work also with user-generated online information (e.g. Google Trends: <a href="https://trends.google.it/trends/?geo=IT">https://trends.google.it/trends/?geo=IT</a> <a href="https://trends.google.it/trends/?geo=HR">https://trends.google.it/trends/?geo=HR</a>)</li> </ul> </li> <li>• Overview on Activity n. 2 ("Capacity building seminars to community stakeholders): <ul style="list-style-type: none"> <li>- activities description;</li> <li>- deliverables to be produced: <ul style="list-style-type: none"> <li><input type="checkbox"/> D.3.2.1: Regional/local seminars - The process of elaboration of the regional/local SWOT and Reputation Analysis will be accompanied by seminars (at least 2 per each town/area) involving policy makers and main stakeholders.</li> </ul> </li> </ul> </li> </ul> <p>At least the following locations are intended to be involved:</p> <p>A) RELATED TO TERRITORIAL PARTNERS</p> <ol style="list-style-type: none"> <li>1. Argenta</li> <li>2. Karlovac</li> <li>3. Gospić</li> <li>4. Carpegna</li> <li>5. Campobasso</li> <li>6. Predappio</li> <li>7. Rive d'Arcano</li> <li>8. Delnice</li> <li>9. Città Sant'Angelo</li> <li>10. Tolmezzo</li> </ol> <p>B) RELATED TO SCIENTIFIC PARTNERS</p>	
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<p>11. Rimini</p> <p>12. Udine</p> <p>13. Zadar</p> <p>- budget allocated for the activity</p> <p>- to be completed by 29th Feb. 2020</p>	
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## DAY 3: March 14, 2019



## 4. WP2 [C: Communication]

Discussion	Responsible
<ul style="list-style-type: none"> <li>• Overview on Activity n. 1 (“Start-Up Activities - SMART communication planning”):               <ul style="list-style-type: none"> <li>- activity description;</li> <li>- budget allocated;</li> <li>- deliverables to be produced</li> <li>- end of start-up activities: 30th March 2019</li> </ul> </li> <li>• Overview on Activity n. 2 (“Communication tools and materials”):               <ul style="list-style-type: none"> <li>- activity description;</li> <li>- budget allocated;</li> <li>- deliverables to be produced</li> <li>- end of start-up activities: 30th June 2021</li> </ul> </li> </ul> <p>Newsletters: 4, issued on month: 6th, 12th, 18th, 24th since the beginning of the project Short videos: at least 2 each PP in Italian and Croatian with English subtitles</p>	<p>Ante Vekic</p> <p>Public institution Regional development agency of Karlovac County</p>

## 5. WP4 [T2: Widespread welcoming: local heritage & hospitality through alternative & sustainable tourism products]

Discussion	Responsible
<ul style="list-style-type: none"> <li>• Overview on Activity n. 1 (“Involvement of the local population in the identification of the cultural heritage”), n. 2 (“Positioning Strategy”), n. 3 (“Tourism products design &amp; adequate accommodation solutions”):</li> </ul>	<p>Monica Pascoli, University of Udine</p>

<ul style="list-style-type: none"> <li>- activity description;</li> <li>- budget allocated;</li> <li>- deliverables to be produced.</li> </ul> <ul style="list-style-type: none"> <li>• Expected outputs: elaboration of the Positioning Strategy together with the development of a model of tourist development that implies the involvement of the local populations from the early stages of the project will allow the valorisation of local Cultural Heritage and the improvement of strategic skills within local communities. The project idea implies the involvement of local stakeholders at every stage of tourism development, with the aim of:             <ol style="list-style-type: none"> <li>1. building an imaginary of the tourist destination coherent with the identity of the site, thus promoting the exchange of knowledge between cultural experts and the local population; this process will be done through the field work in selected communities aimed at identifying and collecting “experiences of heritage”;</li> <li>2. offering tourists a semi-tailored tourist experience, which clearly develops in opposition to standardisation; the project is in line with the recent changes in the tourist attitudes, that include: the search for individuality, the emphasis on the informality and spontaneity of consumer acts, the role of the senses and their connection with the idea of well-being, the willingness to integrate technology into the consumption process;</li> <li>3. fostering the development of (micro) entrepreneurial initiatives inspired by the concept of widespread welcoming, able to respond to a variety and multiplicity of tourist forms (niche tourism and special interest tourism).</li> </ol> </li> </ul>	
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## 6. WP5 [T3: Setting Up of the Tourist Supply Chain, Establishment of DMC and Web Promotion]

Discussion	Responsible
<ul style="list-style-type: none"> <li>• Short Overview on:             <ul style="list-style-type: none"> <li>- activity description;</li> <li>- budget allocated;</li> </ul> </li> </ul>	Marzia Cavazzini Delta 2000

<ul style="list-style-type: none"> <li>- deliverables to be produced;</li> <li>- expected outputs: <ul style="list-style-type: none"> <li>□ a Tourism Supply Chain based on the Sharing Economy platforms as culmination of the entire community-led process and welcoming community promotion;</li> <li>□ a Destination Management Company (DMC) (at least 1) for each territory/area involved;</li> <li>□ a web promotion, coherently aimed at the promotion of towns, villages and areas little known or totally unknown in Croatia and Italy.</li> </ul> </li> <li>• Overview on Activities n. 1 (“Setting up of Tourism Supply Chain”), n. 2 (“Establishment of Destination Management Companies”), n. 3 (“Web promotion”): <ul style="list-style-type: none"> <li>- activity description;</li> <li>- budget allocated;</li> <li>- deliverables to be produced</li> </ul> </li> </ul>	
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With these 3 presentations, the working sessions of the kick-off meeting were finished. The partners started the Steering Committee Meeting.

## Annexes

### **Annexes to the Minutes (uploaded in Drop Box platform dedicated to the project):**

1. Signed and scanned attendance sheets:
2. Agenda of the Meeting:
3. PPT Presentations held during the TRANSNATIONAL PROJECT (TPM) MEETING:
  - State of the art of the Interreg Italy-Croatia Programme
  - Horizontal principles
  - WP1 Presentation
  - WP2 Presentation
  - WP3 – Presentation by CAST – University of Bologna
  - WP4 – Presentation by University of Udine
  - WP5 Presentation by Delta 2000
  - Presentation of Development Agency of Lika-Senj County - Lira:
  - Presentation of University of Zadar
  - Presentation of Primorje-Gorski Kotar County
  - Presentation of Public institution Regional development agency of Karlovac County

- Presentation of Union of Municipalities of Carnia
- Presentation of Municipality of Rive D'Arcano
- Presentation of Delta 2000 Consortium Company
- Presentation of Municipality of Campobasso
- Presentation of Interregional Park Authority Sasso Simone and Simoncello
- Presentation of Municipality of Predappio

#### 4. Photos of the Meeting