CROSS BORDER STRATEGY FOR INLAND AREAS

Summary

1. PROGRAMMING OBJECTIVES ITALY CROATIA 2014-2020

a. *The role of the INTERREG Italy – Croatia Cooperation Programs*
b. *Complementarity with other Community Italy – Croatia Programs*
c. *The specific objectives of the Interreg MADE IN-LAND project*

a. The role of the INTERREG Italy - Croatia Cooperation Programs

The reduction of the disparities between the various European regions and the promotion of a more balanced and sustainable territorial development are the two principles at the basis of European cohesion policy: the result is an investment policy addressed to all European regions and cities with a lower level of development in the economic, social and territorial sectors.

In order to facilitate collaboration between neighbouring European states and support the cohesion, the European Union has focused on specific territorial cooperation programs called **'Interreg'** (cross-border, transnational and interregional programs), since 2000. The aim of these programs it is to find shared answers, in contiguous territories, on issues that have concerned the environment, health, sustainability, education, research, innovation and Small and Medium Enterprises, over the years.

The Italy - Croatia cross-border cooperation program 2014-2020 (approved in 2015) completes the strategy that aims to contribute to the **realization of smart, sustainable and inclusive growth** to achieve greater territorial and socio-economic cohesion of both countries: these are programs that allow to exchange knowledge and experiences, develop pilot actions and launch innovative policies in the respective territories.

The Cooperation Program involves the regions of both countries bordering the Adriatic Sea, considered as an historical element of union of the local areas, populations, cultures and economies. The pilot areas present elements of diversity and disparity, but at the same time, a series of emerging characters, which allow to build some common development challenges, aimed at achieving real changes, to increase the prosperity and the potential of 'blue growth' of the area.

The Program has selected four Priority Axes each with related specific objectives:

- Blue innovation (OT 1), to increase cooperation between research and economic actors in the sector of blue economies;
- Safety and resilience (TO 5), to promote adaptation to climate change and for risk management through the development of disaster management systems;
- Environment and Cultural Heritage (OT 6), to make these assets levers for economic and territorial development, to restore biodiversity in the Adriatic and to reduce marine pollution;
- Maritime transport (OT 7), to improve the quality, safety and environmental sustainability of maritime transport services.

In this context, the real and tangible actions that the program can carry out range from increasing competitiveness and employment in the coastal production system, to the protection of natural and cultural resources, also through the improvement of connections and transport, up to the incentive for

collaboration between entities and organizations that gravitate to the regions bordering the Adriatic basin.

b. Complementarity with other Community Italy-Croatia programs

In support of what has been described, it should be noted that some complementary issues are also dealt with across the board: eco-innovation and social innovation, information and communication technologies, Small and Medium Enterprises, low carbon emissions, training.

The Program demonstrates a close complementarity with other interventions promoted and financed by the European Union, that concern the strengthening of economic, social and territorial activities in the same regional areas of the two countries:

- the Europe 2020 strategy;
- the Territorial Agenda of the European Union 2020;
- the European Union strategy for the Adriatic-Ionian region.

Specifically, **the Europe 2020 Strategy** focuses on the theme of European growth on three levels: economic growth based on knowledge (smart growth), economic growth attentive to the environment and its resources (sustainable growth) and economic growth through employment and territorial cohesion (inclusive growth). It can be seen that the Italy - Croatia cross-border cooperation program is linked to this European strategy regarding the strengthening of economic, (social and territorial) activities.

The link with the **Territorial Agenda of the European Union** sees the Italy - Croatia cross-border cooperation program included in a political framework that provides guidelines for the development of the territory at all levels of governance, in line with the principles of territorial cohesion.

The **European Union Strategy for the Adriatic-Ionian region** promotes economic growth by improving the attractiveness and competitiveness of the region itself, protecting the sea, the coast, the inlands and the ecosystems and basing its actions on four fundamental pillars **(blue growth, connection between regions, environmental quality and sustainable tourism),** intersecting the Italy - Croatia cross-border cooperation program in these different themes.

c. The Specific Objectives of the Interreg MADE IN-LAND project

The **"MADE IN LAND MAnagement and DEvelopment of INLANDs"** project is part of Priority Axis 3 "Environment and cultural heritage", focusing on Specific Objective 3.1 which aims to **"make natural and cultural heritage a lever for sustainable territorial development and more balanced. "**

The operational translation of this specific objective in the territories involved by MADE IN LAND encompasses various ways of considering the assets present: conservation actions, protection actions and at the same time valorisation actions, both on material assets (cultural and natural) and on assets intangible (traditions and folklore).

Furthermore, starting from the presence of the aforementioned assets, actions linked to the development of local economies will be substantiated, both in terms of job opportunities and the well-being of the populations. The same must also be able to direct the flow of visitors in the less practiced areas of the territory, linking the areas with the greatest tourist load to the least visited ones.

The involvement of local actors (public and private) in the pilot actions, exemplifying ways of applying the strategy, which can be repeated and spread also in similar contexts, will also allow to experiment the application of technological innovations capable of making the best use of resources natural and cultural present.

In this reference framework MADE IN LAND promotes different types of actions:

- protection and promotion of cultural and natural heritage
- orientation of tourist flows towards less known assets / places / areas
- improvement of accessibility (physical and virtual) to existing assets
- Economic local economic development linked to tourist use

Referring to the local diversity of the assets present in the European regions of Italy and Croatia, and to the different way of use and socio-economic organization of the territories involved, the **Cross-border Strategy that MADE IN LAND proposes** is able to bring added value to the actions of both countries, constituting a real test of the design intuitions that have been able to intercept some affinities in their respective contexts. On a differentiated geographic schedule that finds a unifying element in the relationship with the Adriatic Sea, the pilot actions could really bring growth and development, the result of a new way of conceiving territorial cooperation.

The choice to act through **three types of project**, which keep the above principles in themselves, represents the most effective way of demonstrating the validity of the idea:

- the development of a common brand for products, services and territories (territorial brand),
- the promotion of cultural and natural heritage through analysis, digitization and - dissemination of related data (virtual ecomuseum),
- the use of innovative technologies to improve accessibility, information and knowledge of the territories (One Stop Information Center- O.S.I.C.)

they constitute three different ways of experimenting the same principle.

The pilot actions foreseen by MADE IN LAND thus determine a marked coherence with the main European programming tools previously indicated (the Europe 2020 Strategy, the Territorial Agenda of the European Union 2020, the European Union Strategy for the Adriatic-Ionian region), touching those sectors that through projects can strengthen the identities of local populations, restructure economies, and enhance the assets present.

The project launches an innovative challenge to the possibility of experimenting together (Italy and Croatia) intelligent, sustainable and inclusive growth, to be validated over time through some verification methods: the number of stakeholders involved in its management, the number of destinations with improved accessibility, the number of operators with certified quality and the number of new destinations promoted. Other qualitative assessments, carried out directly by the users of the

pilot projects (visitors, tourists), will make it possible to replicate the projects themselves and to adapt them to the specific objectives of the territories.

2. COHERENCE OF THE PROJECT WITH THE FRAMEWORK OF POLICIES FOR INLAND AREAS

   a. *Italy: The National Strategy for Inland Areas (S.N.A.I.)*
   b. *The coherence of the MADE IN LAND project with S.N.A.I.*
   c. *Croatia: Strategies and Policies for the inland areas*
   d. *Consistency of the MADE IN LAND project with strategies for Croatian inland areas*

a. Italy: The National Strategy for Inland Areas (S.N.A.I.)

The National Strategy for Inland areas (supported by European funds and national resources) can be considered as an action plan directly linked to the Italian Cohesion Policy: it supports the territorial competitiveness of the inland areas of the country (in Italy more subject to decline demographic), encouraging the creation of new income possibilities, ensuring accessibility to local public transport, education and social-health services, helping to improve the maintenance of the territory in question.

Inland areas have been called all anthropized **areas significantly distant from the centres offering essential services** (mobility, health, education) **and rich in significant natural and cultural resources.** The identification of the Inland areas was in fact carried out at the municipal level taking into account the territorial organization of the 'poles' with the presence of essential services around which areas with different levels of spatial periphery gravitate: the service offer centres are identified (pole municipal or inter-municipal pole) and the remaining municipalities organized on the basis of distance and travel time to the poles (belt, intermediate, peripheral, ultra-peripheral).

Classificazione Comuni	Numero	%	Altitudine	Popolazione	%	Variazione % 1971-2011	Superficie	%
Polo	219	2,7	145	21.223.562	35,7	-6,8	29.519	9,8
Polo intercomunale	104	1,3	166	2.466.455	4,1	22,7	6.251	2,1
Cintura	3508	43,4	215	22.203.219	37,4	35,8	81.815	27,1
Intermedio	2377	29,4	395	8.952.266	15,1	11,6	89.448	29,6
Periferico	1526	18,9	607	3.671.372	6,2	-8,1	73.256	24,3
Ultra-periferico	358	4,4	627	916.870	1,5	-5,3	21.784	7,2
TOTALE	**8092**	100,0	358	59.433.744	100,0	9,8	302.073	100,0

Table 1 - Main characteristics of the municipality's inland areas in Italy
Source: UVAL - UVER elaboration on ISTAT data Population Census 1971/2011

It should be noted that in the years following the post-war period these areas were subject to diversified processes of marginalization (demographic decline, reduction of employment, impoverishment of services, hydrogeological instability, degradation of natural and cultural heritage), but also a place of good policies and practices (production of basic services, protection of natural and cultural heritage, enhancement of landscapes).

The occasion of the programming of community funds 2014-2020, combined with the financial resources of the Stability Law, determined the push for the project of a National Strategy focused on these territories, with the collaboration of the Regions, Municipalities and local communities.

The S.N.A.I. focuses on the quality of life of local populations through the increase in well-being and social inclusion, and through the increase in work linked to the use of the territorial capital present. Population growth and social inclusion will also be able to produce positive effects on the instability of the territory and on the degradation of the natural and cultural heritages present.

Therefore, together with the promotion of development through targeted projects in the area, it will be possible to ensure a level of adequacy of basic services for citizenship, such as those related to mobility, health and education.

The Regions have instructed the documents on the selected areas and approved the area strategies produced for each project area. Community funds focus on projects that concern:

- protection of the territory,
- enhancement of natural and cultural resources and sustainable tourism,
- agro-food systems and local development,
- energy saving and local renewable energy supply chains,
- know-how and craftsmanship,

and are supported by the adjustment of basic services:

- mobility,
- health,
- education,

financed by the Stability Law and other national resources.

The Italian Inland areas have over time identified three themes that make them identifiable in the territory:

- little use of territorial capital (historical-artistic capital, agro-forestry systems, landscape protection, traditional knowledge)
- social costs (insufficient maintenance, hydrogeological degradation, loss of landscapes, loss of biodiversity)
- lack of citizenship services (mobility, education, health)

On this deficit picture, it is not difficult to imagine a potential for economic and social development that contains the critical issues and strengthens the potential of the territories in question.

The national strategy highlights the relevance of the Inland areas as places where communities are able to bring to light the complexity of the local resources to be involved: the interaction between national-local levels constitutes the planning gaze proposed by the strategy.

The **National Strategy for Inland areas can be summarized as a vision for the future** consisting essentially of two parts:

- establishment of the preconditions for territorial development, ie actions on the availability of basic assets and services for citizenship (physical and virtual mobility, education, health);

- promotion of local development projects, in the local thematic areas (territory / natural, cultural and tourism resources / agro-food systems / renewable energy / "know-how" and craftsmanship) that promote growth (of employment, population, use of territorial capital) and development (increase in income, social cohesion, naturalistic ecosystem balance, maintenance of historical and artistic capital);

which are closely connected and in which it is possible to intervene with European, national, regional and local instruments and funds.

b. The coherence of the MADE IN LAND project with S.N.A.I.

The consistency of MADE IN LAND with the National Strategy for Inland areas is strongly linked to the aforementioned issues. The Area Strategies of the S.N.A.I., approved by the Italian Regions, all revolve around the previously indicated perspectives.

For the Italian areas included in MADE IN LAND the state of the art of the S.N.A.I. is the following:

Molise Region: Fortore / Matese

- S.N.A.I. – Pilot Area Fortore: "**FOR CARE - Environment, Health, Welfare**" (2019)

    Plan of the Union of Valley Municipalities of Tammaro, Union of Municipalities ofl Tappino, ex Mountain Community of Matese, ex Mountain Community of Fortore Molisano.

- S.N.A.I. – Pilot area Matese: "**Matese of the nature, the rural Matese, Matese of town**" (2017)

    Plan of 14 Comuni, 4 in Isernia province and 10 in Campobasso, some belonging to alla Union of Municipalities of Biferno Spring (7), and Union of Municipalities of Tammaro Valey (3), ex Mountain Community Matese.

Marche Region: Alto Maceratese

- S.N.A.I. - Preliminary Strategy Area Alto Maceratese: "**The rebirth of the territories in the slow-fast relationship**" (2018)

    Plan of Mountain Union of Marca di Camerino (Municipality of: Camerino, Fiastra, Muccia, Pieve Torina, Serravalle di Chienti, Ussita)

Emilia Romagna Region: Alta Val Marecchia / Appennino Emiliano

- S.N.A.I. - Framework Program Agreement: **"The Mountain of Milk"** (2018)

    Plan of the Mountain Union of Municipalities of Appennino Reggiano (Castelnovo ne' Monti, Carpineti, Casina, Toano, Vetto, Villa Minozzo e Ventasso) and further 11 Municipalities of Strategic Area .

- S.N.A.I. - Area strategy: **"Landscapes to live"** (2019)

    Plan of the Municipalities Union of Valmarecchia – Alta Valmarecchia (Casteldelci, Maiolo, Novafeltria, Pennabilli, San Leo, Sant'Agata Feltria, Talamello and further 3 Municipalities od Strategic Area of Santarcangelo di Romagna, Verucchio e Poggio Torriana)

The start of development processes in the Inland areas, as intended by MADE IN-LAND, should be sought among the most significant elements that the territories present. The thematic area of **"Enhancement of natural, cultural and sustainable tourism"** represents the primary interest of this document.

In the past decades, in the Italian inland areas, the widespread presence of natural and cultural resources of considerable value has not always been linked to the policies and projects activated for the creation of employment and the development of local economies. The result has often generated a level of less protection and conservation of the present heritage.

According to the vision proposed by the S.N.A.I., two possible lines of intervention can be that of the **enhancement of natural tourism**, with repercussions also on the cultural and historical heritage present in contexts of environmental and landscape value; and that of the **enhancement of local cultural identities**, with repercussions on the keeping of local traditions (intangible heritage) and the typical "artisan know-how" (including food and wine heritage).

The **link with the local communities** of these visions is evident, both in the initiation of any project actions and in the effects: the elderly population with experience and knowledge, the young population capable of creating and maintaining employment, the population of external visitors attracted by results of this synergy and the potential of the territories.

c. Croatia: Strategy and Policy for inland areas

There is no formal strict regionalization on coastal and inner areas in Croatia which could apply directly to MADE-IN-LAND project aims, and therefore no such specific documents exist. However, the legislation in Croatia considers so called **"problem areas"** which include: areas affected by war, border areas, rural areas, hilly-mountainous rural areas and islands. Inland areas (municipalities and towns) in Zadar County are classified as rural areas of special national concern and some inland municipalities and towns in Istria County are classified as hilly-mountainous rural areas.

One of the measures used in aforementioned classification of municipalities and towns in Croatia is **development index**. The development index is a composite indicator which computes the adjusted average of standardized values of socio-economic indicators to measure the level of economic and demographic development of municipalities in Croatia over a given period. The average value of the development index for entire Croatia is 100.00, municipalities and towns with value below 100.00 are considered underdeveloped and are eligible for economic support from the state. Majority of the inland municipalities and towns in Zadar County are underdeveloped while inland municipalities in Istria are developed above average (Tab. 2). This is one of the main socioeconomic differences in project areas in Croatia. Main reasons for development difficulties are recognized in the interaction of negative demographic processes, undeveloped settlement network, poor social and transport infrastructure and economy, as well as the peripheral position in the relationship to the main directions of development. The strategic development goals of these areas are aimed at reducing regional inequalities through

specific interventions from the state budget and withdrawing money from the EU funds, while enhancing the competitiveness of each town and municipality.

The Strategy of Spatial Organisation of Republic of Croatia from 1997 anticipated the adoption of strategic documents at the national level as the basis upon which spatial plans of lower levels would define appropriate measures for areas of special national concern. However, no such documents have been produced, but the spatial plans that were adopted during the following years at regional (county) and local (town and municipality) levels covered different issues. Thus, every county, town and municipality within spatial plan considered its measures for economic development regardless whether they are located on the coastline or in the inlands. Proposed measures to achieve these objectives refer to construction and / or reconstruction of infrastructure systems, activation of local resources, proper distribution function of settlement, rehabilitation by development of burdensome and endangered areas (tourist areas, illegal construction, protected heritage, agricultural land, forests, areas of mineral exploitation etc.). Besides spatial plans, towns and municipalities can, but are not obliged to, adopt special documents such as strategies of development or programs of overall development. Both Zadar County and Istria County adopted plans for development of the rural areas which, for the most part, can be considered inland areas that are in the focus of this project. On the other hand, only the Town of Benkovac in Zadar County and Town of Pazin in Istria County have made a plan or strategy for the valorisation of cultural heritage. We would especially emphasize the **Plan for the management of the cultural heritage** of the Town of Benkovac because it contains concrete proposals how to achieve this aim. Other documents mostly emphasize general ideas that heritage should be protected and valorised but without particular measures.

	Development index		Development index
Zadar County	**104.654**	**Istria County**	**108.970**
Benkovac	98.971	Buje – Buie	105.555
Bibinje	102.567	Buzet	109.138
Galovac	99.917	Cerovlje	101.831
Gračac	89.934	Gračišće	105.286
Lišane Ostrovičke	93.654	Kanfanar	108.556
Obrovac	98.301	Karojba	103.265
Nin	106.441	Kršan	107.649
Pakoštane	102.983	Labin	107.828
Pag	104.690	Lanišće	95.899
Polača	99.911	Lupoglav	104.479
Poličnik	100.946	Motovun – Montona	103.730
Stankovci	98.233	Oprtalj – Portole	101.094
Starigrad	103.997	Pazin	108.604
Škabrnja	100.163	Pićan	106.693
Zadar	109.370	Poreč – Parenzo	113.998
Zemunik Donji	101.094	Rovinj – Rovigno	113.241
		Svetvinčenat	104.528
		Tinjan	106.401
		Umag – Umago	112.280
		Višnjan – Visignano	105.963

| | | Vodnjan – Dignano | 108.498 |
| | | Žminj | 106.198 |

Table 2: Development index of Zadar and Istria Counties towns and municipalities*
(*inland towns and municipalities are marked in grey)
Source: Development index, Ministry of Regional Development and EU Funds, 2018, Republic of Croatia

d. The coherence of MADE IN-LAND project with strategies for Croatian inland areas

As mentioned in the previous chapter, there are no special documents or spatial plans that address only to inland areas in Croatia. Because of that, **Program for rural development of Zadar County** and **Strategic program for rural development of Istria County** were analyzed and compared to MADE IN-LAND project aims. Those programs addressed to rural areas which are mostly located in inland i.e. inland areas in comparison to the coastline, hence they were the most appropriate documents to be taken into the consideration.

Both programs first emphasize the **need for development of the rural areas – economic, social and infrastructural** which is also one of the main goals of the MADE IN-LAND project. According to them, local stakeholders in the rural areas usually lack knowledge and financial means which is why **investment in education, management and infrastructure is crucial.** Secondly, both programs for development of the rural areas address the need for agricultural development and diversification. This is especially important for the inland areas in Istria and Zadar Counties, traditional agricultural regions, due to the favourable pedological and climatological preconditions. The programs stressed the need for resolving land ownership issues, construction of irrigation systems, more sustainable use of the natural resources, enlargement of the organic production and promotion of the traditional products. Also, the **integration of agricultural production and tourist offer is, according to them, highly recommended.**

This is the biggest difference between analyzed documents, because MADE IN-LAND does not address to the agricultural production directly. However, it considers those activities which can be implemented in the tourist development such as small family farms and organic production. Areas where programs and project overlap are environment, landscape and preservation and protection of natural and cultural heritage. It is stated that this should be accomplished through a wide variety of activities ranging from the development of conservation plans and programs of the restoration, conservation and evaluation of cultural heritage, and educational and promotional activities to create awareness of the importance of preserving cultural heritage. Yet, these guidelines have not been elaborated any further. Contrary to that, MADE IN-LAND includes in-detail measures and proposals aimed at promoting and valorising natural and cultural assets, together with the related economic and social activities. The importance of local stakeholders (such as local government, NGOs, Local Action Groups, family farms) is emphasized in both programs for rural development and MADE IN-LAND project. Local stakeholders should be involved in all crucial processes in order to achieve more sustainable development of the inland areas.

In conclusion, it is clear that programs for development of rural areas of Zadar and Istria Country are coherent with the MADE IN-LAND project. Although they initially do not address the same issues, there is a significant compatibility regarding aims for valorisation natural and cultural heritage and related economic activities. The difference is that MADE IN-LAND project contains much more elaborated strategies for fulfilling this goal compared to program for the development of the rural areas in Istria and Zadar County.

3. SUMMARY OF THE PRELIMINARY ANALYSIS: THE LANDSCAPE AS A RESOURCE FOR THE TERRITORIES:

   a. *The natural and cultural characteristics of the pilot areas*
   b. *The diversity of local landscapes in the interactions between assets and context*

The preliminary analysis of the system of natural and cultural heritage, shows the presence of a common element among the five pilot areas: **the landscape, intended as the result of the interaction between the nature and the culture, and between the assets and their context of belonging**. In order for the process of sustainable development of the inland areas to be supported by the valorisation of the system of natural and cultural assets, it is not enough to guarantee the conservation and correct use of the individual asset. It is necessary to implement actions that recognize how historical and natural resources are rooted in their context, which dynamics they have activated (functional, cultural, economic, social), which processes and synergies could develop in the future. In this sense, observing the five pilot areas through the common interpretation of the landscape is a first step in setting a strategic vision for the pilot projects provided by Made in-Land.

a. The natural and cultural characteristics of the pilot areas

The five pilot areas, in Italy and Croatia, are characterized by an "internal area" with the characteristics described above, in relation to a highly urbanized, infrastructured and connected "coast area", where the seaside and seasonal tourism places are located. In the spirit of the project, the inland areas share some basic conditions: on the one hand, distance from the main service centres, progressive depopulation, increase in uncultivated land, reduction of the traditional productive activities of the place; on the other, a wealth of widespread natural and cultural heritage, evidence of local identity and fundamental in the protection of biodiversity. These resources are already protected as natural and cultural heritage, but could be even more valued with a view to promoting "sustainable local development paths". In recent years, the growth of associations, small businesses, cultural initiatives, in various capacities associated with "slow tourism", shows that the phenomenon of tourism is evolving and diversifying. On the one hand, seasonal mass tourism remains, affecting the major tourist centres; on the other, a more conscious, non-seasonal tourism that seeks knowledge of the places visited in history, culture and landscape is being consolidating. Therefore, it appears necessary to identify forms of support for the conservation of the natural and cultural heritage of the inland areas, also taking advantage of the opportunity offered by the evolution of forms of tourism.

Zadar County

Compared to the other pilot areas, it stands out for the proximity between the internal and coastal areas, both characterized by highly recognizable natural and cultural heritage. The protected areas extend from the Velebit Mountain to the coast (Vransko jezero Lake, Paklenica National Park, Nin lagoon….); the monuments are present both in the inland areas and in the historical centres of the coastal towns. The innermost areas are enriched by further natural areas in the Dinaric Alps, as well as

places of worship, ancient villages, castles and fortifications, archaeological sites. The area is also characterized by a rich intangible heritage, both food and wine (wines and cheeses), and linked to traditional singing.

The proximity between the coastal area and the internal area constitutes an opportunity to create synergies for the enhancement of natural and cultural heritage as part of a single system. This new integrated vision will stimulate visitors from coastal areas to also explore the inland areas, understanding historical and natural relationships with greater awareness.

Istria County

Interpreting the landscape of the Istrian area, a system of morphological and cultural relationships emerges, still recognizable in its historical roots: a widespread naturalistic matrix, in which the signs of anthropic transformations are grafted. The limestone and karst nature of the area has shaped fascinating underground caves (Pazin Cave, Feštini Kingdom Cave ...), and guaranteed a remarkable fertility of the soil. This condition has favoured the development of a well recognizable territorial system, consisting of villages, rural villages, and medieval castles, connected to the surrounding hilly areas (Hum Buzet, Divigrad, Beram, Lindar).

In this framework of interaction between nature and culture, clearly visible in the structure of the Istrian territory, opportunities for integrated enhancement of the heritage can be launched.

Marche Region

The landscape dimension of the pilot region of the Marche Region (Chienti river valley) can be summarized and understood in the complex interaction between natural and cultural assets with their own context. The ancient villages, built on the hills of the Chienti valley, constitute a symbolic image that makes the morphological and functional relationships with the valley manifest. The fortified fortresses, built in the Middle Ages in order to "look" at each other for defensive reasons, still constitute landmarks that connect the different contexts of belonging. The hermitages and abbeys, with their history and the works of the monks, tell the foundational link that places of faith have with the natural and cultural context in which they are founded. The "water places" and the protected areas are connected to each other by drawing morphological and ecological continuities that connect the coast with the Apennines.

The articulated configuration of the pilot area suggests the realization of projects structured on physical and technological networks, to strengthen the relationships between assets and context, with a view to

Molise Region

The territory of the pilot area of the Molise Region can be interpreted starting from reading the traces of history. The major places of identity, recognized by the communities, pass through time: the Roman archaeological areas (Sepino, Altilla), the ancient paths of the transhumance (I Tratturi), the fortified medieval villages from the De Capua dynasty, the naturalistic areas still today subject to new method of use (Bosco Mazzocca and Lago di Occhito). The imprint of the De Capua dynasty, which led to an economic and cultural revolution in the whole valley, governing the territory for centuries, highlights

even more clearly how the historical and cultural context has shaped the open spaces and places of nature. The intangible assets, in particular the heartfelt historical re-enactments, make evident the desire of the community to keep alive the link between the places and their history.

The enhancement of the natural and cultural heritage of the pilot area can be achieved through interventions capable of using, in a sustainable way, the traces of nature and history to give the territory new opportunities for evolution.

Emilia Romagna Region

The pilot area of Emilia Romagna, in its vast extension, is characterized by a multiplicity of territorial morphologies, natural environments and historical contexts, which reveal possible continuity between the coastal area and the inland areas. The river corridors (Valmarecchia and Valconca) and the great itineraries of the Apennines (Alta Via dei Parchi) are the lines that structure the pilot area. San Leo, a village of excellence that condenses the main historical and cultural heritage of the area, is the natural landing point from the coast and the gateway to the inland areas.

The extension of the pilot area, and the risk of isolation of individual assets and individual areas, requires a project that, on a large scale and on several levels, can make visible the cultural, historical and environmental relationships between San Leo, the valleys and the innermost areas of the pilot area.

b. The diversity of local landscapes in the interactions between assets and context

In order to offer a comparative view of the pilot areas (referring to the reading of the *"Natural and cultural heritage assessment" (Act 3.1) for a more detailed description of the same),* it is possible to proceed by observing how the same historical cultural or naturalistic element, present in the inland areas, relate differently according to the reference context to which it belongs.

In general, the inland areas are united by a hilly orography which constituted the stage for the construction of castles and ancient villages, and for the development of wooded areas and cultivated areas. However, it is not possible to homologate the five pilot areas by virtue of such a generic image: certainly, the areas differ in the peculiarities of the individual natural and cultural assets; **but the deeper identity of the places is revealed only by observing the ways in which these assets have interacted, and still interact today, with their own context.** In other words, it is the visual, spatial, functional, historical, ecological and cultural relationships both between individual assets, and between assets and context, which give us back the deeper meaning of the pilot areas.

The site's geomorphology in the construction of the landscapes

The geological substrate forms the basis for the natural and anthropic transformation processes of the territory: in some cases, it becomes an element that characterizes it in a unique way. In the pilot areas of Istria and Emilia Romagna, the geomorphological evolution process is a specific characteristic, visible and spectacular, with different implications.

In Istria, the whole pilot area is characterized by limestone rocks with karst phenomena, which generated underground caves with rock formations, associated with important underground watercourses. The caves represent one of the best-known images of the Istrian landscape.

Similar underground caves are also present in *Valmarecchia*, in Emilia Romagna. However, the geology of the terrain has favored above all the formation of rocky spurs above ground, of which the Rock of San Leo is the most evident expression. The cliffs, which stand out on the hills and on the valley floor, have become the basis for the construction of medieval fortified structures, which dominate the valley landscape as visual landmarks.

Even in Istria, some fortresses (such as the *Pazin* castle) have used natural geological formations as an element of fortification. However, in the two pilot areas, the visual and spatial relationship between the castle, geological formation and the surrounding area is completely different. The totally different images of the Emilian and Istrian castles bear witness to this (for images, see the *"Natural and cultural heritage assessment")*.

San Leo Rock and Castle (Emilia Romagna, ITA)	Pazin Cave and Castle (Istria County, CRO)
Source: Toni Pecoraro - https://commons.wikimedia.org/w/index.php?curid=7608639	*Source: https://www.istria-culture.com/*
Source: borghipiubelliditalia.it	*Source: https://www.istria-culture.com/*
Source: Google Earth	*Source: Google Earth*

The waterways as corridors connecting the coast and inland areas

Another condition that generically unites the five pilot areas is the presence of waterways, which create an ecological corridor between the protected areas of the mountain natural parks with the mouth areas. But, crossing in their extension multiple natural contexts, more or less anthropized, they clearly show the diversity of the valley contexts of the five pilot areas.

In the Italian areas, the river areas share an ecological fragmentation caused by the settlements and infrastructure of the valley floor. However, in the pilot region of the Marche Region, the potential for the recovery of "places of water" emerges strongly, for naturalistic functions and public enjoyment. To the south, the *Chienti river* intercepts a series of lake basins *(Polverina lake, Caccamo lake, Boccafornace lake)* which can be the nodes of a fruition network that connects other natural and cultural heritage (villages, castles, wooded areas). To the north, the *Potenza river* connects three archaeological areas of international importance, revealing the most remote settlements of the place. In both cases, there are many proposals for the creation of cycle routes, cultural and archaeological paths along the river.

In the areas of Molise and Emilia Romagna, the drive to strategically reorganize the river lines for the enhancement of the natural and cultural heritage appears less pronounced. However, there are proposals for the naturalistic recovery of some water-related spaces (the *Occhito lake* in Molise; the *long river cycle* ro*utes* in Emilia Romagna).

In Croatian areas, the condition appears different, by virtue of the geomorphological structure of the territories. The waterways are not affected by obvious urbanization phenomena, except in the mouth area. Indeed, in some areas such as that relating to the *Lim Bay,* which penetrates the Istrian peninsula for several kilometres, the river environment is also characterized by the continuity of forest vegetation. Even in the light of a common condition, which identifies rivers as elements connecting the inland coast, and places for naturalistic tourism, the individual cases are profoundly different, both in terms of conservation conditions and in terms of ecological, functional and spatial relationships with the valley context.

Marecchia River (Emilia Romagna, ITA)	Zrmanja River (Zadar County, CRO)
Source: Google Earth	*Source: Google Earth*
Source: Flickr.com - G. Porcellini	*Source: https://www.huckfinncroatia.com/trips/zrmanja-river-kayaking/://www.istria-culture.com/*
Source: riminidamare.it	*Source: zadar-travel.com*

Agricultural land use and the rural dimension

The agricultural matrix of the soil is another of the images that tends to unite the pilot areas. However, even in this case, it is possible to note how the specific geological characteristics of the land, the different hilly morphology, the spatial relationship between the rural settlements and the cultivated areas, uniquely distinguish the five areas.

The Istrian peninsula is distinguished by a vast extension of agricultural areas. Infrastructures and urban centres have less impact on the fragmentation of cultivated soil. In the innermost territories there is the widespread presence of mills, oil mills, drinking troughs, near water courses. These testimonies, although devoid of a particular artistic value, find their meaning within a territorial, historical and economic context that makes rurality an identity element, the traces of which deserve to be preserved.

The hills of the pilot areas of the Marche and Emilia Romagna are also still cultivated. Unlike the Istrian area, the hilly orography is more rugged and furrowed by waterways; the cultivated soil is very fragmented by the signs of anthropization; the top of the hills is characterized by the presence of historic villages; wooded areas tend to occupy uncultivated areas. The minute traces of the rural landscape are less evident, especially in the valley floor spaces.

Agricultural landscape (Istria, CRO)	Agricultural landscape (Marche Region, ITA)
Source: Google Earth	*Source: Google Earth*
Source: central-istria.com	*Source: paesionline.it*
Source: istrianet.com	*Source: cronachemaceratesi.it*

The protected areas system

Natural parks and other protected areas are among the most significant common elements of the five pilot areas, while expressing the richness and fragility of the environmental heritage. In the mountainous areas that delimit the pilot areas in the part furthest from the coast, there are National Parks. Their protection function is associated with a high tourist potential: all are equipped for recreational, hiking, sports and nature activities. However, the territorial and historical contexts are profoundly different.
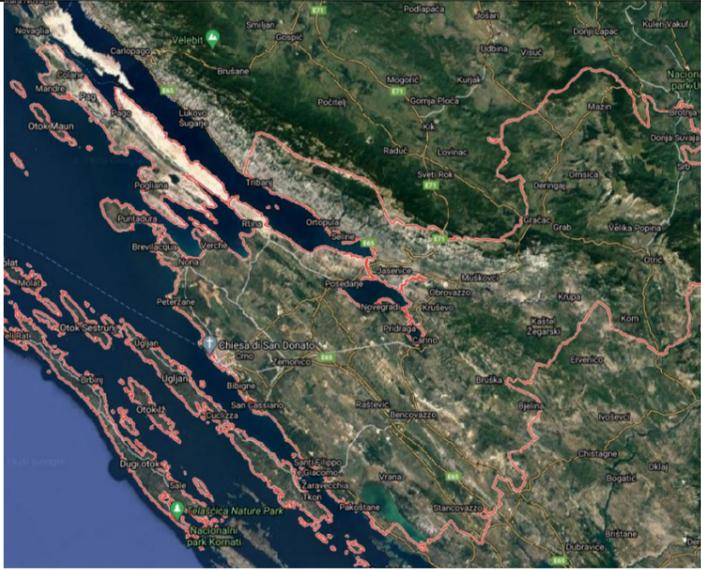
In the pilot region of the Marche Region, limited by countless monuments unusable due to the 2016 earthquake, the *Monti Sibillini Park* is currently the main place of tourism in the inland areas.

In Emilia Romagna, an articulated system of parks and reserves develops in the *Apennines*, also defined as "mountain coast", precisely in order to testify to the potential of naturalistic tourism, as opposed to seasonal coastal tourism.
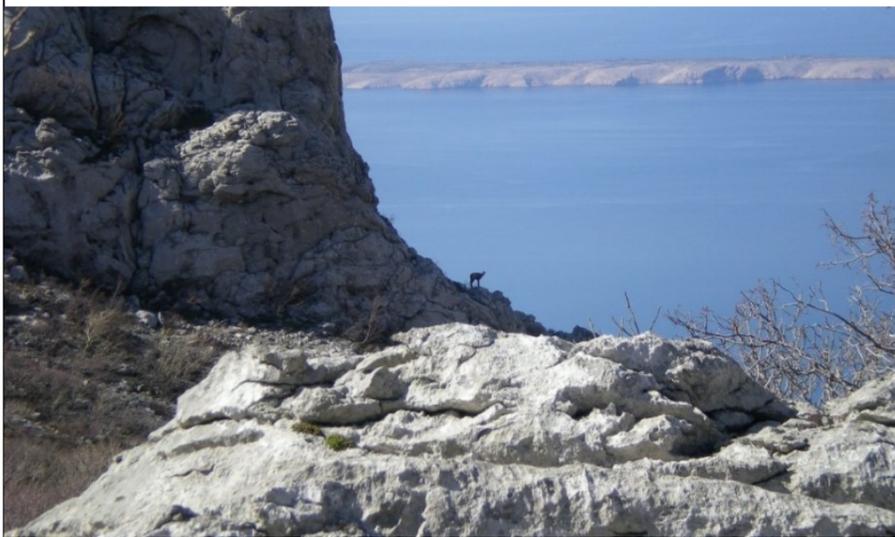In Molise, the *Matese Park* is revealed as an opportunity for the enhancement of the archaeological and historical resources present in the area.

The system of protected areas in Zadar County is completely different. In addition to the *Velebit National Park,* located further inland, other naturalistic and ecological resources are located in the pilot area near the Adriatic coast: for example, *Vransko jezero Lake*, a natural reserve with an u*nderwate*r *archaeological park*; the *ornithological reserve of Pag* in the north. It is a very particular condition, which derives from the peculiar geography of the Zadar area (islands in front of the coast line) and in which the protected areas are divided into the pilot area, and not only located in the innermost area.
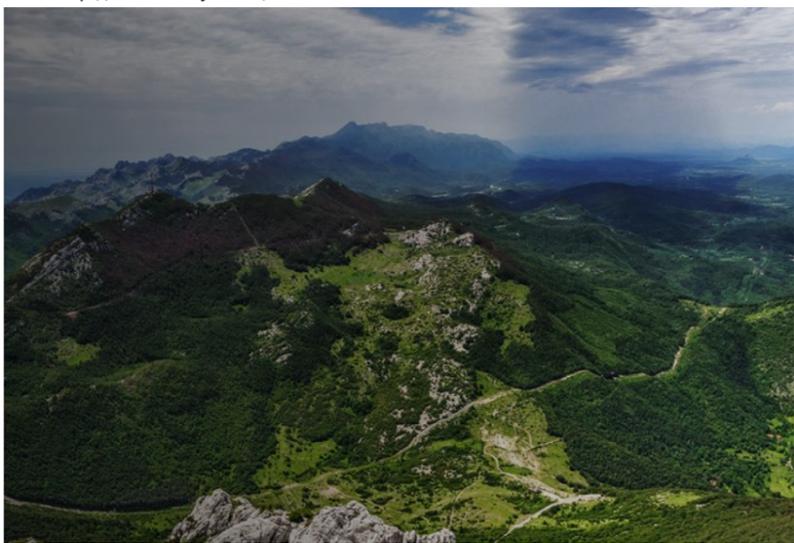
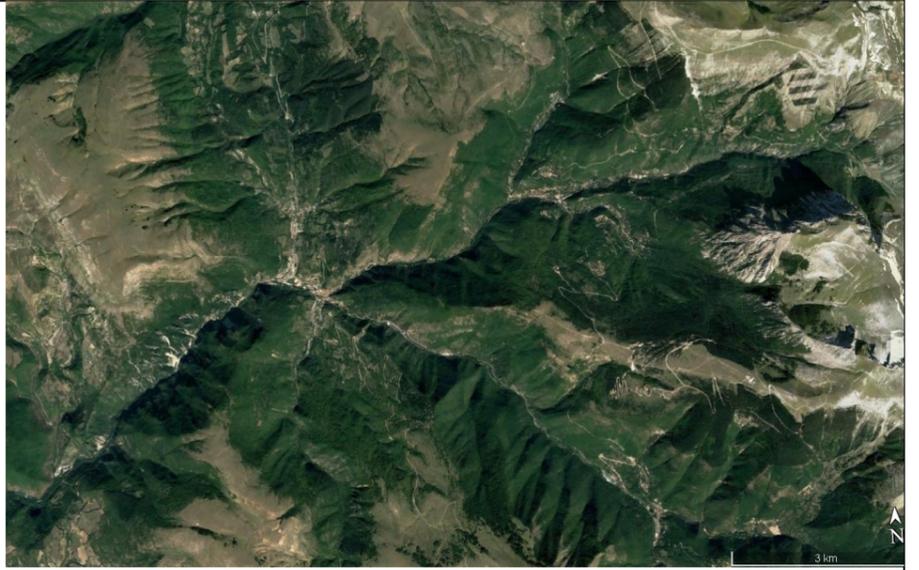| South Velebit National Park Protected areas (Zadar County, CRO)	Sibillini Mountains National Parks (Marche Region, ITA)
Source: Google Earth	*Source: Google Earth*
Source:http://rab-novalja.com/	*Source: mcnet.tv*
Source:https://www.zadar.hr/en/experience/national-nature-parks	*Source: Flickr.com*

The ancient villages and their cultural and natural context

In Italy, the historic villages, despite the contemporary urban transformations, constitute both the seat of the community (place of services, residence, tourism ...), and the historical fulcrum of the territorial structure, still recognizable today. According to a typical pattern of the Adriatic coast, the villages built on the hills mark the visual sequence of the valleys, from the coast to the interior, albeit with specific differences.

In the pilot area of the Marche, the system of villages is one of the main characteristics. The relationship between the buildings of the village surrounded by the walls with the doors on the access roads, the towers, the bell towers, and the crops below the walls, is the most explanatory image of the local historical and cultural identity. The medieval squares and palaces enclose the roots of the communities and host civic centres and public services. At the moment the villages of the Marches suffer from the effects of the 2016 earthquake.

An equally significant presence is found in Molise. In this case, however, the villages are smaller, although they always represent the sign of the historical and cultural evolution of the area. The connection to the coast and the valley floor is problematic, due to less developed fast accessibility. This also constitutes a critical issue for tourism, which is not found in the other inland areas of the Marche and Emilia. The phenomenon of depopulation is equally present and there is an initial condition of degradation of the landscape itself.
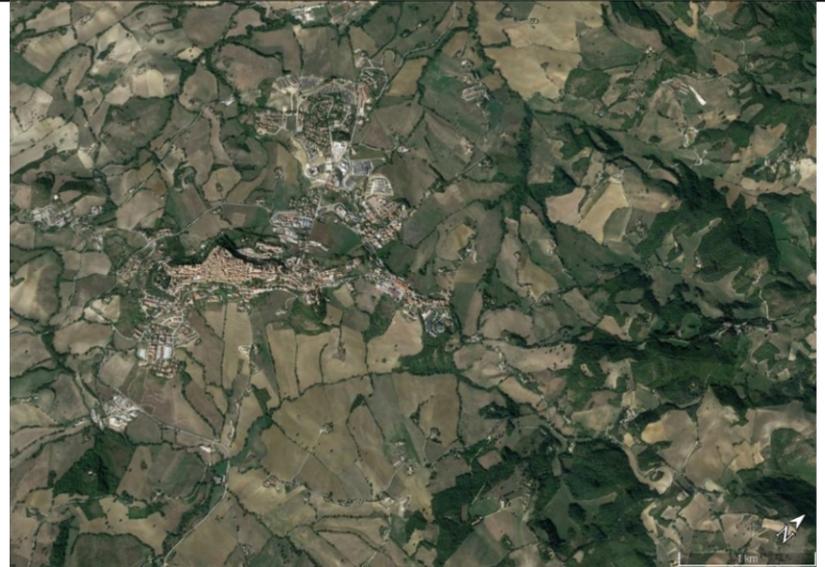
In Croatia there is the presence of small villages, linked to a more rural or almost only tourist dimension. In the inland areas the villages have smaller dimensions, but are strongly characterized for this dimension of "rest". It should be noted that some of these ancient villages are protected by Croatian national legislation as "historical cultural units" together with their context of belonging *(Beram, Lindar, Divigrad ...).* It is interesting to note that the legislation has not only protected the individual historical-cultural heritage, but the historical and cultural context to which it belongs, thus also protecting the system of relations between the village and the surrounding assets (archaeological areas, isolated monuments, etc. ...).

Riccia Ancient village (Molise Region, ITA)	Camerino Ancient village (Marche Region, ITA)
Source: Google Earth	*Source: Google Earth*
Source: borghiautenticiditalia.it	*Source: http://gianoaltoesino.weebly.com/*
Source: Pictures of Paolo Santarelli	*Source: www.ilturista.info*

Buzet ancient village (Istria County, CRO)	Pioraco ancient village (Marche Region, ITA)
Source: Google Earth	*Source: Google Earth*
Source: https://commons.wikimedia.org/wiki/File:Buzet_Istria.jpg	*Source: themarcheexperience.com – E.Zallocco*
Source: https://izletipoistri.com/	*Source: www.italiacoast2coast.it/pioraco/*
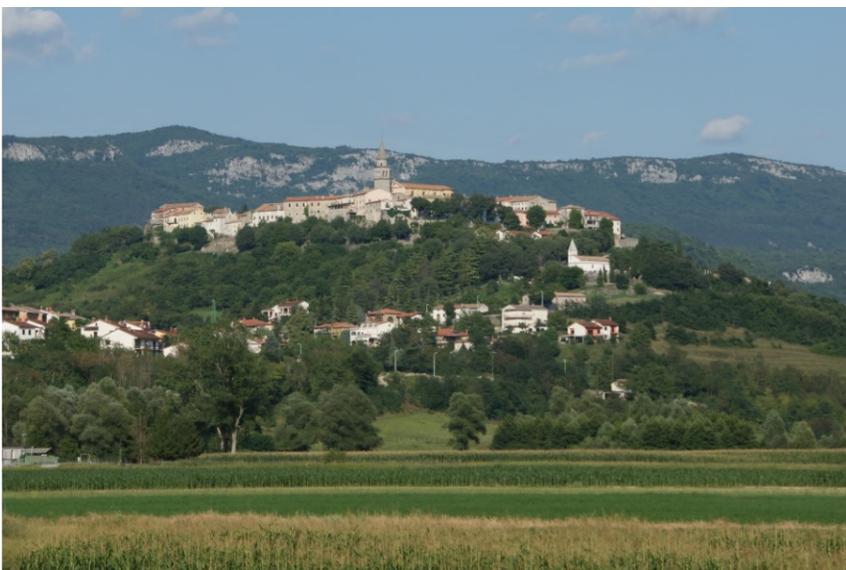
Benkovac Old Town (Zadar County, CRO)	San Leo ancient village (Emilia Romagna, ITA)
Source: Google Earth	*Source: Google Earth*
Source: zadarfilmcommision.com	*Source: borgando.it*
Source: zadarfilmcommision.com	*Source: www.wikipedia.org*

Morosini Grimani Castle (Istria County, CRO)	De Capua Gambatesa Castle (Molise Region, ITA)
Source: www.istria-culture.com	*Source: regionemolise.it*
Source: www.istria-culture.com	*Source: regionemolise.it*
Source: www.istria-culture.com	*Source: riservato.net*

The places of worship as symbols of the community's belonging to its territory

In the five pilot areas, there is a widespread presence of historical and cultural heritage related to Christian worship. The imprint of monasticism, traceable in every European area, is visible in the presence of numerous monasteries founded in the areas outside the historic villages. They do not always constitute excellence, nor are they in good condition. But their roots in the territory are revealed by virtue of the bond that the local community had over the centuries as a place of worship. It is the stories, the events that have taken place, the graces and devotion to the Saints, which over the centuries have rooted monasteries in the communities.

In the pilot area of the Marche region there is the greatest spread of isolated places of worship, especially abbeys. In this case, it is visible how the monastic settlements contributed to the identity of the places, transforming them with agricultural and architectural interventions that have become an integral part of the landscape. The architectural heritage, as well as the artistic heritage preserved in them, narrate the spiritual and social importance of places of faith through centuries.

In the pilot area of Zadar, for the particular definition of the pilot area, religious buildings within the cities of the coastal area have also been identified as assets. Unlike the Italian coastal areas, historic buildings of worship seem to have an identity still recognizable within the urban structure of the coast, and can activate forms of enhancement in synergy with other places of worship in the inland areas.

Franciscan monastery in Karin Donji (Zadar County, CRO)	Macereto Sanctuary (Marche Region, ITA)
Source: Google Earth	*Source: Google Earth*
Source: http://putkrozkarin.blogspot.com/	*Source: repubblicatv.it*
Source: http://putkrozkarin.blogspot.com/	*Source: iluoghidelsilenzio.it*

The material heritage as memory of places

From the preliminary analysis, it emerges that the intangible heritage, especially in its meaning of typical product, is very rooted in some pilot areas and less so in others. Food and wine turns out to be the sector that appears most attractive in this sense. Often the typical production assets identified are linked to the toponymy of the site itself and highlight the close link between landscape and product. They refer to a historical tradition linked to production, which therefore becomes an element of recognition of the pilot area.

In the Croatian area, appear to be there greater official recognition for these assets, not only related to typical products, but also to manifestations of traditional songs and costumes. In Italy, the promotional dimension appears to be mostly on a regional scale. However, in terms of attractiveness, intangible assets seem to be a driving force for all pilot areas. This highlights how the enhancement of the individual food and wine is reductive compared to the potential it would have valued, with a broader strategic vision, within its own landscape reality.

The size of the intangible heritage is particularly evident in the pilot area of Molise. The historical memory is still rooted in local communities and arouses particular interest also in tourists. Popular traditions, celebrated in the town's historical re-enactments, are linked to ancient knowledge, local culture, the use of the natural resources of the area. They constitute a narrative of the intense link between man and nature, which has shaped the shape of the places and defined the local identity and culture.

Intangible heritage (Zadar County, CRO)	Intangible heritage (Molise Region, ITA)
Source: ich.uniesco.org	Source: molisiamo.it
Source: https://tzgpag.hr/	Source: altomolise.net
Source: http://www.spavalopag.com/	Source: annoeuropeo2018.beniculturali.it

The great historical and cultural itineraries in the contemporary landscapes

The pilot areas are crossed by some great itineraries (*Via Magna, Via Lauretana, Tratturi and the Molise paths, Alta Via dei Parchi….).* The figure of *San Francesco* recurs, linked to itineraries, monasteries or dedicated places of worship: it could constitute a thematic cross-cutting to the five areas, in the wider enhancement of the historical and naturalistic characteristics of the same.
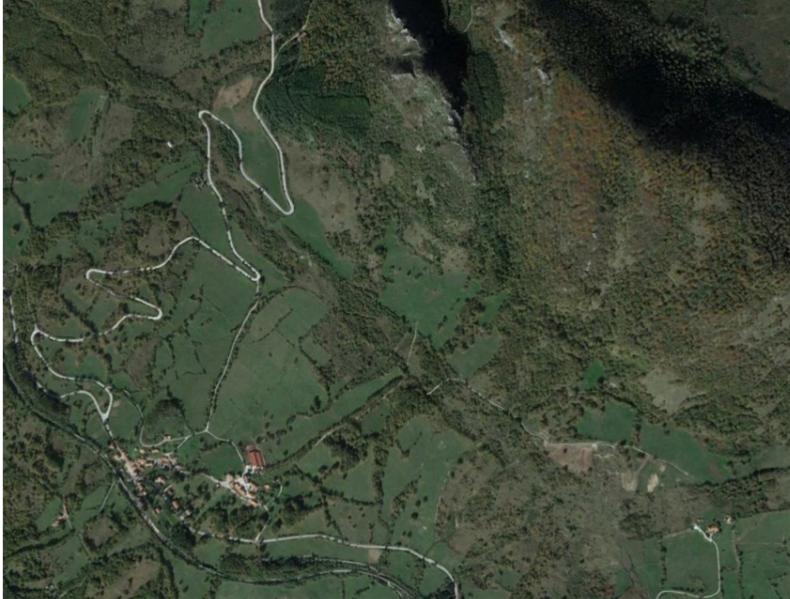
The Italian pilot areas are strongly characterized by these itineraries. They testify to the growing attention of communities and visitors to these elements of territorial use. Due to their connective and narrative nature, the journey of historical and cultural itineraries allows the traveler to discover how, within each pilot area, different contexts and landscapes alternate.

In the Marche, the *Via Lauretana*, an ancient trade route, religious and artistic, narrates the historical evolution of the landscapes crossed. With a direction transversal to the Apennines, it connects the Adriatic coast with the inland areas and shows how, even in inland areas, the signs of modernity overlap with those of history and nature.

In Emilia Romagna, the *Alta Via dei Parchi* develops in the opposite direction to *Lauretana,* that is, following the development of the Apennine chain. His itinerary shows a territory that is profoundly different from that of the Marche region and reveals its identity through the evolution of history and places of nature.

In Molise, the S*ystem of historical Paths* permeates the pilot area along several lines, connecting it to a supra-regional dimension. Their journey reveals the oldest roots of the area, linked to rurality, pastoralism and religious devotion.

Finally, we underline how, in many cases, the great itineraries intercept *ancient archaeological sites*, inviting us to observe, once again, the reasons and ways in which local landscapes have changed over time together with the communities that have inhabited them.

Tratturo (Ancient sheep trail) "Celano Foggia" (Molise Region, ITA)	Alta via dei Parchi (High Way of the Park's), Monte Battaglia (Emilia Romagna Region, ITA)
Source: Google Earth	*Source: Google Earth*
Sant'Igne Monastery along the Francisco Way (Emilia Romagna Region, ITA)	Churches along the Via Magna per Lucam (Zadar County, CRO)
Source: san-leo.it	*Source: wikiwand.com*
Sibillini Parks along the Lauretana Way (Marche Region, ITA)	Pietracatella Ancient Village along the Francisco Way (Molise Region, ITA)
Source: destinazionemarche.it – G. Tassi	*Source: regionemolise.it*

Archaeological remains Asseria (Zadar County, CRO)	Archaeological roman site of Altilla, in Sepino (Molise Region– ITA)
Source: Google Earth	*Source: Google Earth*
Source: Google Earth	*Source: moliseturismo.it*
Source: Google Earth -	*Source: turismo.it*
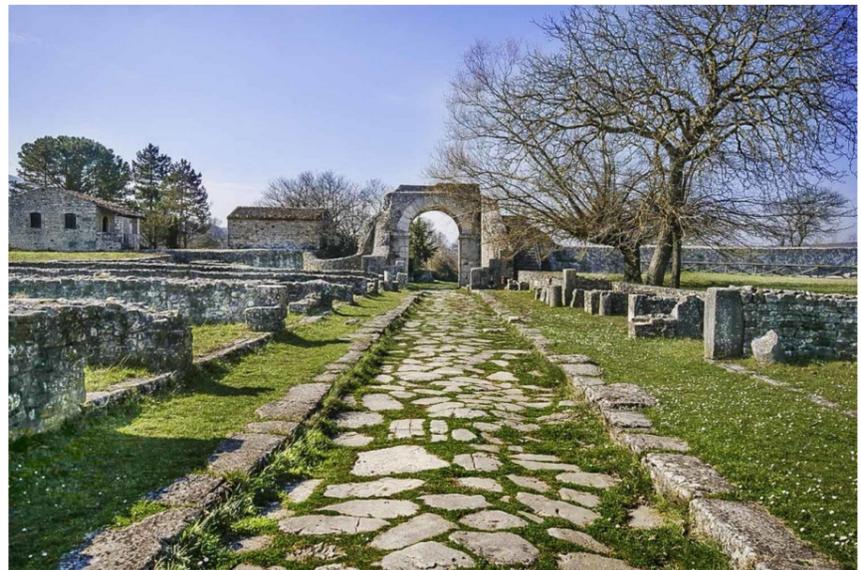
From the interpretation of the five pilot areas, **the landscape, in its diversity, stands out as a common denominator.** The identity of the pilot area is not exclusively given by the presence or symbolic image of a natural or cultural asset. Rather, it is the morphological, environmental, functional, historical and socio-economic interactions between the individual elements of the heritage that define the identity of the areas. Although shared by the presence of apparently similar assets, **the pilot areas are distinguished by the diversity with which the individual asset relates to the context.** This complex network of relationships determines the peculiarity of the landscape of the five areas and the landscapes within them. The enhancement of the asset, therefore, must be aimed at the enhancement of the landscapes of which they are an integral part. The conservation and survival of the asset, as well as its potential for tourist attraction, derives from the vitality of their landscapes.

www.italy-croatia.eu/madein-land

4. CROSS BORDER STRATEGY FOR THE R PER LA REGENERATIONE OF INLAND AREAS

a. *Two Strategic Objectives for a Common Vision*
   a.1   *Valorisation of the natural and cultural system: interaction with the context*
   a.2   *Development of new way of use of the assets*
b. *The main application fields for of an Action Plan development*

a. Two Strategic Objectives for a Common Vision

The contemporary era is strongly characterized by a tension between **global and local,** in which both dimensions influence and are influenced by each other. Even in the challenge that has been launched for the development of the inland areas, it is necessary to consider both dimensions. Indeed, it is reasonable to think that one of the keys to the success of their enhancement lies precisely in the way in which the opportunities offered by the global dimension can be seized and guide the new ways of using local resources. It is a challenge in which it is required to connect new meanings to ancient places and ancient signs, through more effective communication strategies and involvement of local actors.

If, from a scientific point of view, natural and environmental values, cultural heritages, historical testimonies and traditions are widely recognized as assets to be protected and valued, greater difficulty is found in transforming the attractive potential of these assets to support conscious tourism slow and not seasonal, which can activate virtuous circuits capable of generating micro-economies for the territory.

In this sense, it seems necessary to build a **common vision for the enhancement of inland areas** based on the integration of landscape resources, enhancement policies and mobility on the one hand; and on the reorganization of the communication tools and of the subjects responsible for promoting tourism on the other.

With this premise, it is possible to direct the strategic process through a common vision that makes the **natural and cultural heritage** its main nucleus.

Two **STRATEGIC OBJECTIVES** can be outlined, aimed at the recognition and enhancement of landscape resources, as well as the innovation of the territorial fruition methods, towards which the two countries (and pilot areas) can aim:

   a.1   Valorisation of the natural and cultural system: interaction with the context
   a.2   Development of new way of use of the assets

FIELDS OF ACTION of the Cross-border Strategy are built on the above two Objectives, chosen and substantiated taking into account the peculiarities of the different territories. They are represented through three types of Pilot Projects: *the Territorial Brand, the Virtual Ecomuseum, the One Stop Information Centres*

a.1 Valorisation of the natural and cultural resources integration system and the related contexts

It has been shown that each of the territories participating in the MADE IN-LAND project is strongly characterized by excellence referable to natural and cultural heritage, differently integrated in a context which in turn, due to the morpho-typological, anthropic and use differences , takes on characteristics of uniqueness and very evident specificity.

In itself, a more or less exhaustive list of individual assets, even if singular, would not be sufficient to make a given territory recognizable if it were not strongly integrated between the different elements that compose it and between elements and context: each reading and each description is not it would be complete and exhaustive if the elements of the natural and cultural heritage did not come into close relationship with each other and with the places in which they are located.

The different relationships enhance and reinforce their identity, link stories and narratives, **constitute exemplary landscapes** where sometimes the natural aspects predominate and sometimes the anthropic aspects, establishing balances that they themselves would not be able to manifest individually.

It follows that the fundamental step is to **recognize the resources** that characterize a territory (each of the territories of MADE IN LAND) and **enhance it** through the integration that these resources establish with the context.

The 'descriptive units' of the contexts, which can be identified, could define the relationships between the villages and the surrounding cultivated landscape, the system of protected areas and places of water, geological emergencies and medieval fortifications, historical and cultural itineraries and natural spaces, and other areas of relationship of the specific contexts of each of the pilot areas.

Such a vision may also generate the need to rethink the context of these assets and **address integrated projects and policies**, including: the arrangement of natural landscapes, the improvement of accessibility, the qualification of rurality and the reduction of abandonment of inland areas.

a.2 Development of di new forms of use of the assets with respect to the context

Recognizing the need to keep individual assets together with the place in which they are located, it becomes evident that their use is today mainly linked to the level of accessibility of the asset itself: **both physical and virtual accessibility** often tend to put them in evidence as goals, as points of arrival, as elements to be reached, forgetting or bypassing the context and the path that leads to it.

Communication also reinforces this way of perceiving the good: for example, the tourist signs that can be intercepted by those traveling on a driveway is necessarily essential and monothematic, it does not take into account the integration that the good establishes with the landscape context in which it is placed or vice versa it directs towards a natural environment without highlighting the historical-cultural elements that find a place there; or, the study on search engines of a destination towards a (natural or cultural) asset does not always return the complexity and interactions it establishes with the context.

New forms of use, use and enjoyment of the assets contained in the territories can also find space through renewed ways of promotion and communication, which are able to intrigue and attract visitors by offering **direct (physical) and innovative (virtual) experiences**, in form, in the contents, in the

modalities. Last but not least, the offer of **accessibility for all** in contexts suitable for use by people with disabilities.

The pilot projects of the five geographic areas of MADE IN-LAND can orient themselves towards this aim and experiment innovative ways through which to know, reach and use the systems of assets that characterize the territories:

- Pilot Action "Territorial brand", linked to the recognition of the system of local excellence and used to develop and implement an innovative territorial management and promotion system,
- Pilot Action "Virtual Ecomuseum", linked to the discovery of the natural and historical-cultural specificities of the area and to improve the virtual accessibility of the inland areas and their heritage,
- Pilot Action "One Stop Information Center", a hinge between fast and slow mobility and an informed access door to the use of inland areas.

The pilot projects become elements of conjunction between the physical and virtual fruition methods that have so far been separate and autonomous, favouring the relationship between contexts and landscapes with the heritage of natural and cultural heritage.

A **territory that is able to innovate its methods of use** will also be able to open to visitors that part of itself linked to stories, traditions, local know-how, typical products that will be able to consistently integrate the knowledge and visit of the places and its excellent assets in close relationship with local communities and their economies.

b. The main field of application for development of an Action Plan

The direct application of the cross-border strategy takes place through the preparation of an Action Plan which outlines the operations to be activated in the inland areas and tests them with the implementation of the pilot projects in the different territories of MADE IN-LAND.

The recommendations provided by the territories, through the studies and the conduct of the Local Committees, substantiate the **articulation of the priorities chosen for each of the project typologies in the reference territory,** touching in particular on the underlying fields of application and the related objectives:

TERRITORIAL BRAND *(PILOT AREA ZADAR COUNTY)*
Fields of applications and short.mid terms objectives
- Natural and cultural assets
  - □ restore degraded or abandoned cultural assets
  - □ identify ways of use compatible with the recovered assets
  - □ eliminate environmental degradation of naturalistic areas
involve local communities in the management of cultural and natural heritages
- Pathways and thematic itineraries:
  - □ enhance thematic itineraries (historical, naturalistic, cultural)
  - □ connect cycle paths to thematic routes
  - □ support journeys with welcome and hospitality points
- Local identity and typical products:

□ strengthen the historical-cultural identity of the inland areas
□ promote intangible heritage (re-enactments, traditions, typical products)
□ communication and interaction with users and tourists

TERRITORIAL BRAND *(PILOT AREA ISTRIA COUNTY)*
Fields of applications and short.mid terms objectives
- Natural and cultural assets
  □ rebalance the tourist pressure on natural assets
  □ strengthen environmental education
  □ continue actions against hydrogeological instability
  □ maintain the assets to ensure their usability
- Pathways and slow mobility:
  □ development of new thematic itineraries on historical heritage (towers, convents, art)
  □ development of new thematic itineraries on natural assets (riverside, parks)
  □ extend cycle paths to natural areas and main riversides
- Local identity and typical products connected to ICT:
  □ connect to the regional tourism system and network between the managers of protected areas
  □ create a tourist smart card system linked to the territorial brand
  □ communicate and sell typical food and wine specialties
  □ communicate and inform tourists

VIRTUAL ECOMUSEUM (*PILOT AREA MOLISE REGION*)
Fields of applications and short.mid terms objectives
- Natural and cultural assets:
  □ extend the method of protection of the property related to its context
  □ involve the ministry of culture in the protection of historical and cultural heritage
  □ rebalance the tourist pressure on natural assets
- Itineraries and pathways:
  □ develop cycle routes linked to the diversity of local contexts
  □ link the itineraries to the thematic narratives of the landscapes
  □ support journeys with welcome and hospitality points
- Application of socialweb technology for communication and information
  □ create the virtual ecomuseum exhibition hall
  □ structuring the virtual ecomuseum platform (information)
  □ communicate and interact with tourists
  □ to offer services related to tourism, hospitality, visits

VIRTUAL ECOMUSEUM (*PILOT AREA EMILIA ROMAGNA REGION*)
Fields of applications and short.mid terms objectives
- Natural and cultural assets:
  □ coordinate asset protection actions with local authorities
  □ insert the asset protection actions in appropriate management plans
- Itineraries and pathways:
  □ develop thematic itineraries (landscape, historical, traditions, typicality)

- □ connect the paths to the natural heritageApplication Technologies for touristic communication:
- ▪ Application technologies for tourism communication:
  - □ develop integrated tourism with coastal areas
  - □ apply technological tools for the use of the territory
  - □ involve local communities in tourism development

ONE STOP INFORMATION CENTER *(PILOT AREA MARCHE REGION)*
Fields of applications and short.mid terms objectives
- ▪ Natural and cultural assets:
  - □ tie the protection of property to the presence of local populations
  - □ communicate the value of the assets present
  - □ repair cultural assets damaged by the earthquake
  - □ reuse the recovered assets also for didactic-scientific functions
  - □ enhance natural assets as ecosystem services
- ▪ Pathways and slow mobility:
  - □ to structure a network of slow itineraries
  - □ integrate the routes with the services present
  - □ enhance the green network from a naturalistic and fruition point of view
- ▪ Development of ICT Technology for communication and information
  - □ create the information point (information, exhibition, sale)
  - □ structure the territorial information system
  - □ communicate and interact with users
  - □ to offer services related to tourism, hospitality, visits

5. CROSS BORDER STRATEGY: PRECONDITIONS FOR APPLICATION AND KEY ACTORS FOR IMPLEMENTATIONER

a. The collaboration networks
b. The Local Actors as active subjects

a. The collaborations network

The cross-border strategy requires some preconditions that effectively guarantee its application, shifting the interest and commitment from individual actions to coordinated actions. The main aim of his project is to develop cross-border strategy that could be applicable both in Croatia and Italy's inland areas.

In Italy it is possible to refer to different networks:
Local Municipalities Networks. A collaboration between the different local governments is needed that can give greater strength to the planned actions: the establishment of an inter-institutional network will support the programming and management that the Pilot Projects will put in place, involving the entire territory of the inland areas connected to the coastal areas will be built.

Superordinate Bodies Networks. Closely connected to the first type of network there is also the **coordination network between the superordinate government bodies** that can favour common actions for the tourist enhancement of the natural and cultural heritage involved, both on the individual good and on the context in which it is placed: it will be necessary to imagine new and possible operating methods also in the plans and programs that the Pilot Projects can activate.

Private Operator Networks. The **involvement of private operators** in their various forms of individual entrepreneurs, trade associations, sector groupings, linked to various fields of interest and application that can strengthen the integrated use of the territories involved, is also important: think for example of the sector tourism, hospitality, mobility, services, or culture, study, teaching, sport, wellness, health.

Local Communities Networks. The **participation of local communities** is fundamental as they are local presides, connoisseurs of specificity and typicality, practicing a series of rooted and specific traditions that make up the identity of the places, often sought in their most intimate form by those who approach live them as tourists or visitors, and alone able to guarantee their originality and therefore have an active role in the management of local resources.

Natural and cultural heritage assets situated in the **croatian inlands** need to be more accessible for all tourists whose main reason for visiting Zadar and Istria Counties are sea, sun and sand. Even though these are still main reasons for coming to Croatia more and more tourists want to experience something else, and both natural and cultural assets can offer additional experience in destination they visit. Cross-border strategy based on research and analyses of natural and cultural assets in Croatia and Italy's inland areas aims at establishing measures for removing focus from the seasonal tourism and promote sustainable tourism by sharing efficient approaches and methods.

In order to apply cross-border strategy it is necessary to have an efficient collaborative network of all those involved in tourism activities. Collaborative network is an alliance of either organizations or

people autonomous in their activities, distributed in a specific region, heterogeneous in terms of their operating environment, capital and goals. If they find a common goal, as it is the case for this cross-border strategy implementation, they can cooperate.

As it has already been explained all entities dealing with tourism are closely connected and need to act under the same legislation. The natural and cultural heritage includes locations, sites, monuments, different assets and species, all of specific importance to the Republic of Croatia and therefore are protected by National Law. From this it is evident one of the main actors in collaborative network is Croatian government, or specifically **Ministry of Culture**, the only body responsible for the protection of cultural monuments, and **Croatian State Institute for Nature Protection**, responsible for nature protection. Mentioned institutions supervise all activities regarding natural and cultural heritage on national level. Conservation departments and **Public Institutions for the management of protected areas** of nature are supervise all activities on regional level. Second entity in the collaborative network is the **Ministry of Tourism and Tourist boards**. Some of the main goals in the Croatian Tourism Development Strategy until 2020 is to offer an attractive range of products and experiences based on authenticity and emotions and to persevere with sustainable development, focusing on innovation. Also, partners in collaborative network are local stakeholders such as small family farms, apartments owners, local businesses but also tourism industry, such as hotels.
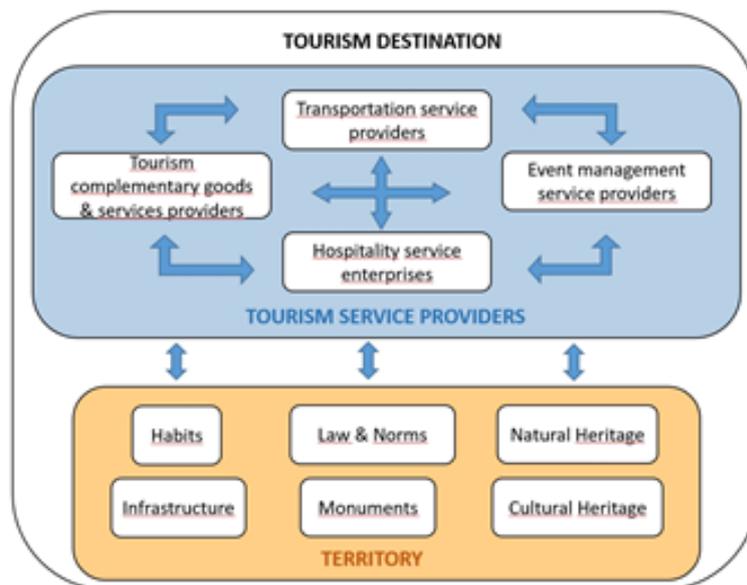

Figure 1 - The tourism destination interaction model and the offered tourism services
Source: Ammirato, S., Felicetti, A.M. and Della Gala, M. (2015) 'Rethinking tourism destinations: collaborative network models for the tourist 2.0', Int. J. Knowledge-Based Development, Vol. 6, No. 3, pp.178–201.

Collaborative network investigated can be divided according to three different levels:

Local level: travel agencies, local administration; town, municipality, tourist board, museums, family farms, local entrepreneurs, hospitality industry, tourism industry, tourist guides

Regional level: Zadar County, Istria County, Zadar County Tourist Board, Istria County Tourist Board, Natura Jadera, Natura Histrica

National level: Ministry of Tourism, Ministry of Culture, Croatian State Institute for Nature Protection

b. The Local Actors as active subjects

In drafting the various types of Pilot Projects, a series of stakeholders were identified who participated in the respective Local Committees, expressing points of view and useful information for the development of subsequent project actions.

Among these, it is possible to highlight some relevant subjects that will be necessary for the realization and management phase of the projects: to do this, the design groups of the five pilot areas organized the subjects in question, drawing from their lists of stakeholders, both at the public level that at a private level, considering that each of the projects needs both legal dimensions in order to be completed and subsequently fully operational.

In the areas in Italy, with some differences of importance between the different areas, local bodies such as municipalities, unions of municipalities, park bodies and local action groups have been deemed 'key' stakeholders with the highest value attribution. ; Among the stakeholders of cultural interest there are primarily universities and departments linked to the fields of application most related to the themes of the projects put in place, and the Environmental Education Centers; Local tourism agencies and associations, tourist, excursion and environmental guides are highlighted among tourism stakeholders; among the Collective Stakeholders, the Non-Governmental Organizations in the local sections, the cooperatives and the Pro Loco were considered relevant.

In the areas in Croatia, with regard to involvement in the implementation of the project, the 'Key' stakeholders with the highest value are identified in the Region with its thematic Departments, some cities, municipalities, all museums and national parks, the Ministry for Culture and Cultural Protection Bodies; the University stands out among the Cultural stakeholders; *Tourism stakeholders* include tourism bodies and agencies together with farms, wine bars, farmhouses, cooperatives and companies producing oil, wine, cheeses; Local Action Groups stand out among the Collective Stakeholders.

The success of a cross-border strategy implementation depends largely on a coordination of all those involved in the process. The dynamic relationship between all tourism-related entities needs to be studied as a whole. Natural and cultural assets in the inland areas are just one part of a complex tourism product that need to be interlinked with the tourism on the seaside.

In Zadar and Istria Counties Partners have identified all important subjects dealing with natural and cultural assets, their preservation, protection, valorisation or economic activities directly or indirectly connected with mentioned assets.
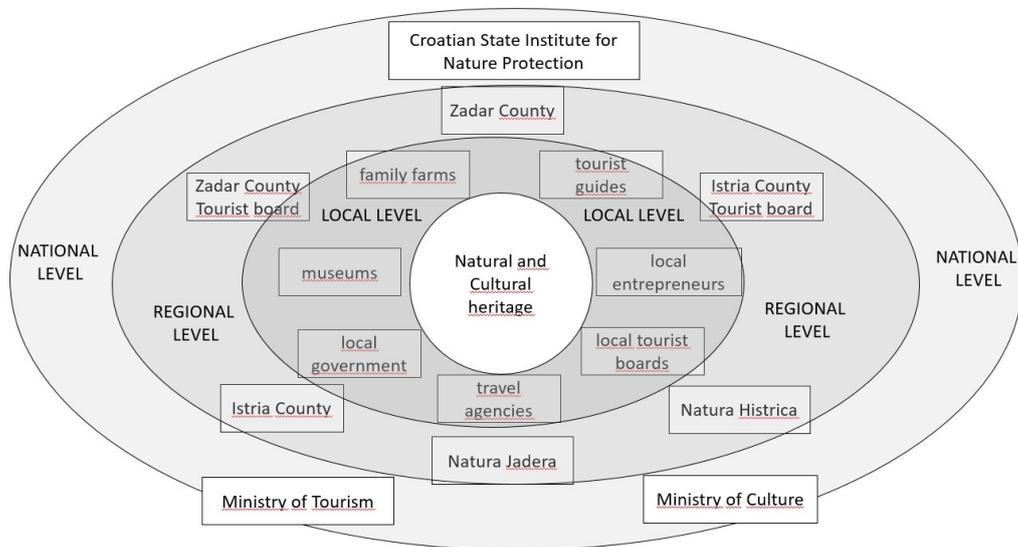
Figure 2 - Collaborative network with its stakeholders on different levels in Zadar and Istria counties

All local actors need to be actively involved in the process of cross-border strategy implementation. Without their cooperation all natural and cultural heritage assets cannot be adequately presented to tourists. When discussing tourism activity and its sustainability one should first take in account cooperation of all actors. Only if all actors are acquainted with natural and cultural heritage, their importance and main characteristics can they all together support an increase in potential tourists' knowledge about mentioned assets. After meetings with local stakeholders it is obvious they all have same interests but nothing cannot be achieved if there are no written agreements and recommendations such as this cross border strategy implemented in the practice.

Very often competition will also appear between local actors since they all tend to increase their personal profit. Therefore, rules of how to use both natural and cultural heritage need to be determined by local, regional and national legislation. Additionally, communication should be enforced so both local actors and tourists can become aware of the existence of natural and cultural assets. In this process Tourists Boards and travel agencies can serve as a channels for transferring knowledge on natural and cultural assets on all levels.

In this organization of relevant subjects, the **role of local actors is crucial as:**
- guarantee of collaboration with local communities;
- sharing of design choices;
- strengthening the methods of active involvement of the various components of the local community in the management and organization of the Pilot Projects;
- consolidation of knowledge relating to cultural and natural heritage;
- sharing of local knowledge, traditions and stories;
- future management of the pilot projects carried out.

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6. STRATEGIC OBJECTIVES IN MID AND LONG TERMS

   a. *The transition to sustainability*
   b. *New landscapes and new destinations*
   c. *Mobility, accessibility, connections*
   d. *New modalities of public private partnership for the development of tourism*

The Interreg MADE IN LAND project was born from the close collaboration between Italy and Croatia and the cross-border strategy it puts in place concerns in particular the management and development of inland areas through the enhancement of natural and cultural heritage, helping to offer a balance (in some areas also a 'containment') of pressures on coastal areas.

The innovative actions that the project develops, such as the virtual Ecomuseum, the One Stop Information Center, the Territorial Brand, have the immediate objective of enhancing the heritage of the inland areas but are also linked to long-term objectives, contributing to the sustainable development of the territories , to safeguard the resources present, to improve accessibility, to relaunch the local communities and their economies.

a. The transition to sustainability

The innovative actions proposed by MADE IN LAND should be able to start the communities and territories concerned towards a truly sustainable environmental, economic and social system.

- The characteristics of the inland areas are reinforced by the implementation of the innovative Pilot Projects which take into account the enhancement of natural and cultural heritage. Their consideration as 'elements of the heritage' belonging to the different landscapes makes it an element of **high environmental value.** In addition, the approach, knowledge and fruition practices implemented through the functionality of the three types of projects can also be included among actions with low environmental impact on the territory.

- The inland areas contain elements of family economies which over time have been set aside in favour of more attractive and profitable activities at the expense of quality and typicality. Now the development of reception services, support for visits, typical local experiences and ultimately quality tourist use, will be the sectors in which to generate **new local economies** and strengthen the territories also from a production point of view.

- The **social stability** of the inland areas is fundamental for the success of the projects that Interreg carries out, both for the liveliness of the contexts that will be involved and for the local development that they will have to generate. The critical issues already present, such as depopulation, aging, earthquake in some of them, will have to be overturned and developed in an innovative way in favour of local communities, bringing to value the intangible (and material) heritage on which they were based over time.

The careful attention that the Pilot Projects pay to technological innovation (ICT application, multimedia, virtual connections, apps, ...) must also be pushed towards **local innovation,** stimulating further experimentation that may have sustainable effects on the communities, economies and territory, thus helping to provide answers to some of the United Nations 2030 Agenda for Sustainable Development.

b. New landscapes and new destinations

The inland areas involved in the pilot projects bring relevant territorial systems, composed of natural and historical cultural capitals of high value which have stratified over time thanks to the actions of environmental sedimentation and thanks to the anthropic actions. The different interactions between single (and singular) elements of these areas have generated extraordinary landscapes, today widely recognizable and identifiable both by local populations and by external users.

The vision proposed by MADE IN LAND however intends to change the look and focus on the **enhancement of the landscape systems** that these capitals of individual (natural and cultural) assets can generate, looking beyond the nostalgic search for their lost characters or the unambiguous exaltation of their identity : we want to highlight a **new interaction between the resources of nature and the resources of culture**, investigating the relationships that are created in the contemporary world between these two articulations of landscapes.

The new landscapes, linked to the three types of pilot projects created through MADE IN-LAND, will certainly lead to the spread of new attractions in the inland areas and the birth of "new local development paths" that will be linked to a strengthening of the internal territories: the hypothesis of rebirth of the territory must go hand in hand with new forms of development, also encouraging new forms of production contamination and connecting fruitfully with future interventions.

In this direction the **new economies** will be able to find an outlet in the widespread accommodation services, in the typical restaurant services, in the expert accompaniment services, in the transport services, linked to the new destinations of interest that will be established.

From this point on, the **policies aimed at the places** may also begin to integrate protection and enhancement actions, no longer referring only to the property in question (an element of the rich local historical and cultural heritage) but also to the context in which it is located and to its ability to regenerate in completely new ways.

c. Mobility, accessibility, connections

The pilot projects of MADE IN LAND will produce a variation of experiential actions in fields of application related to mobility, accessibility, connection, all present albeit with different shapes and intensities, depending on the type of projects and location in the five areas involved.

- The rationale behind the creation of the **One Stop Information Centre** (pilot area Marche Region) is to constitute a real **'junction between fast and slow mobility',** a place that hinges

between the fast infrastructure road n.77 of the Val di Chienti (that connect Adriatic coast and Appennine regions) and the smaller roads that branch out towards the inland areas. The joint, conceived as an informed access door to the use of the inland areas, implies that the transition between fast and slow mobility can also take place with a change of system that opens up new ways of traveling and enjoying places (through the so-called soft mobility): use of bicycles, use of electric shuttles, use of transport on call, movement to other minor nodes from which to continue for the chosen destinations by bike, on horseback, on foot.

- **The virtual Ecomuseum** (pilot area Molise Region and Emilia Romagna Region) is conceived as a **'junction between virtual and physical accessibility',** home to a virtual interaction between knowledge of the assets and places and an opportunity for direct use of local contexts. The contexts of the Molise Region, involved in the virtual narration of the De Capua Dinasty, and the contexts of the internal protected areas of the Emilia Romagna Region of which San Leo can be considered the gateway, constitute a sort of museums of the territories, that through the virtual ecomuseum enhance the dialogue between the landscapes and the visitor; they can prepare for the direct and multifaceted use of the places showed. In this way the significance of the landscape can be described in different ways depending on the relationship that the visitor prefers to set up for his personal enjoyment.

- The need for a **Territorial Brand** that accounts for the specificities related to the territories (pilot area Istria County / pilot area Zadar County) in a coordinated manner can be read as a **'connection junction between assets and typicality'** from different points of view: for example the link between a typology of assets (natural or cultural) and specific landscapes; the link between local areas and productions; the link between places and traditions. The richness of the different interactions that tangible and intangible assets can establish with the places and its different areas, wants to be made recognizable through a territorial brand. It can also help to strengthen the identity of the territories linked to the system of local excellence, and to develop an innovative territorial management and promotion system.

How much the mobility, accessibility and connections systems, that will keep the three types of pilot projects functioning, can actually become the ganglia of a more widespread infrastructure network in the territories is also entrusted to the choices of territorial planning, urban planning and tourist planning, of the regions and states that host them. The Made in Land projects can be an experiment in this direction and offer a test bench for future management actions.

d. New modalities of public private partnership for the development of tourism

The management of the three different MADE IN LAND project actions, in virtue of the contents of the strategy and in virtue of the innovative typology of the pilot projects, will produce innovations inside the

institutional and non-institutional relationships, initiating **new ways of aggregating the different parts** that enter in play.

Emphasis should be placed on the fact that the maintenance over time of a cross-border strategy, for both countries, should find support in a series of medium and long-term actions that can be implemented even after the completion of the projects linked to the Interreg project. Certainly, the involvement of territorial entities which are responsible for the transformation choices of the territory, and the collaboration of entrepreneurs and local populations, should become a usual way of achieving some objectives, also formally foreseeing their tasks within a possible partnership.

Forms of cooperation between public authorities and private subjects are envisaged, which will be articulated according to the involvement and legal forms present in the local territories and in the individual states (Italy and Croatia): the modality may be a public-private partnerships that can organize the management of the assets produced and / or set up by the INTERREG project and the operating programming subsequent to this realization.

It is a matter of putting in place a new approach to governance, through the involvement of interested companies and civil society. It's a trend also highlighted at European level (already indicated as a global megatendency by the Report on the state and prospects for the environment in Europe SOER 2015) with the discrepancy between the long-term global challenges that local communities face and a growing limitation of governmental powers: this change in balance is necessary, but these three issue not yet been fully resolved: the forms of coordination, the effectiveness of the actions, the responsibility that can derive from them.

Certainly, forms of collaboration will be sought that can ensure flexible and innovative management of these territorial services, evaluating their feasibility and usefulness for the public part and the risks and opportunities for the private part.

Cross Border Strategy – Made in Land

Massimo Sargolini (scientific coordinator, Unicam)
Roberta Angelini (UniCam)
Paolo Santarelli (UniCam)
Ante Blaće (UniZadar)
Ana Pejdo (UniZadar)
Deni Ivanov (UniZadar)

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