



MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

D.1.1.3 ORGANIZATIONAL BREAKDOWN STRUCTURE- UPDATE AFTER PARTNERSHIP CHANGE

1 January 2022- 30 June 2022

WP:2 – Communication activities
Activity 2.1 Start-up activities
2.5.2 Deliverable: Communication Box
Partner in charge of WP2: All
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<p>WP 3 - DEVELOPMENT OF A CROSS-BORDER STRATEGY FOR INLAND AREAS WP Leader: PP1</p>	<p>WP3 main objective is to promote and valorise inland natural/cultural assets, together with the related economic and social activities, within an integrated sustainable tourism strategy for launching new development process and enhancing population wellbeing. To reach such goal the project develops a cross-border strategy for the sustainable economic and territorial development of inland areas. In the first stages of the project implementation PPs carry out a set of preliminary territorial analyses which give the technical- scientific base of information for the strategy develop. The ST (PP1 and PP6) develops a common method for:</p> <ul style="list-style-type: none"> • Mapping the main natural/cultural assets in the PPs areas • Evaluate their conservation status and fragility • Assess their accessibility conditions and connections with coastal areas • Rate their attractiveness and market potential • analyse policies, programmes and planning practices for the management of inland natural/cultural heritage; • identify and review best practices -mapping the investments carried out and evaluate the results achieved. <p>All PPs collect the data and provide the ST with the information needed to complete a final report. The core of the WP is the set up of Local Committees (LC) through the involvement of the stakeholders assessed as relevant according to their potential to benefit from the conservation & valorisation of natural/cultural assets: LP, PP8, PP5, PP7, PP9 (each one in charge of 1 LC) organise 4 workshops for the revision and enrichment of the preliminary analysis toward the definition of the CB Strategy. LP, supported by PP1, drafts the strategical document which is later reviewed and validated by the SC, LCs and the national key stakeholders who are in charge for its capitalization in the national policies. Indeed, the CB Strategy which represents the main project output, is developed in order to be adopted and applied by such a wide range of actors for local, national and transboundary networking.</p>
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<p>Act 3.1 Natural and Cultural Heritage Assessment (Task Leader – PP1) Preliminary territorial analyses are carried out to identify key natural & cultural assets and their specific characteristics. PP1 develops a common method for the collection and analysis of data completed with a common set of indicators to:</p> <ul style="list-style-type: none"> • Map the main natural and cultural assets in the project areas • Evaluate their conservation status and related fragility • Assess their accessibility conditions (physical and virtual) and connections with coastal areas • Rate their attractiveness and market potential (including an analysis on connected services and products) <p>ST validates the method and coordinates the application in the project areas: PP1, PP3, PP5, PP7, PP9 collects data through common project forms to be entered in a CB database. PP1 and PP6 analyse the data and produces a final report to be validated by the SC. The report includes recommendations on possible thematic pathways/itineraries, with regard to tourism or other sustainable use of the local heritage, for Pilot Actions implementation.</p>	<p>Step 1. Organization of a web meeting to know the type, quantity and quality of data available to PPs on key natural & cultural assets in the pilot areas (PP1 + PPs);</p> <p>Step 2. Development of a methodology, completed with a common set of indicators, for:</p> <ol style="list-style-type: none"> mapping of the main natural/cultural assets in the project areas (PP1); collecting relevant data on the conservation status, fragility and vulnerability aspects (PP1); collecting relevant data on the accessibility conditions (physical and virtual) and connections with coastal areas (PP1); collecting relevant data on connected services/products, unexploited potentials, competitive advantages and positioning on the market (PP1); <p>Step 3. Development of a geo-referenced database for the collection and analysis of the data on natural & cultural assets in the pilot areas (PP1)</p> <p>Step 4. Organization of a ST meeting for the revision and validation of the methodology (PP1 + PP6);</p> <p>Step 5. Drafting of the guidelines for the collection and analysis of the data on key natural & cultural assets in the project areas and related project forms (PP1);</p> <p>Step 6. Data collection according to the common guidelines and project forms, systematization of the data in the geo-referenced database and tracking of the connections with coastal areas and both existing and potential thematic pathways/itineraries (PP3, PP5, PP7, PP9 under PP1 coordination);</p> <p>Step 7. Analysis of the data and drafting of a final report (PP1 + PP6) including:</p> <ol style="list-style-type: none"> recommendations on possible thematic pathways/itineraries, with regard to tourism or other sustainable use of the local heritage, for Pilot Actions implementation; conservation status of mapped natural and cultural assets + 	LP - MARCHE REGION	Project Responsible + Project Manager - Revision and validation of the final report
		PP1 - UNIVERSITY OF CAMERINO	Scientific Expert – development of the methodology for the Natural and Cultural Heritage Assessment + Development of the geo-referenced database + Drafting of the guidelines for the collection and analysis of the data and related project forms + Analysis of the data collected and drafting of a final report Technical experts + Scientific experts – coordination of PPs in the data collection Data collection, systematization of the data in the geo-referenced database and tracking of the connections with coastal areas and thematic pathways/itineraries Project Responsible + Project Manager - Revision and validation of the final report
		PP3 - MUNICIPALITY OF SAN LEO	Technical experts - Data collection, systematization of the data in the geo-referenced database and tracking of the connections with coastal areas and thematic pathways/itineraries Project Responsible + Project Manager - Revision and validation of the final report
		PP4 - MUNICIPALITY OF RICCIA	Project Responsible + Project Manager - Revision and validation of the final report
		PP5 - MOLISE TOWARDS 2000	Technical experts - Data collection, systematization of the data in the geo-referenced database and tracking of the

	<p>recommendations for improving their protection;</p> <p>c. physical and virtual accessibility conditions + recommendations on how to improve connections with coastal areas;</p> <p>d. attractiveness and market potentials of mapped sites and connected services and products + recommendations for touristic and sustainable valorisation through common actions with coastal areas.</p> <p>Step 8. Revision and validation of the final report by the SC (all PPs);</p> <p>Step 9. Publication of the final report and the database on project website as an online repository on natural and cultural heritage in the area (PP7).</p>	<p>PP6 - UNIVERSITY OF ZADAR</p> <p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p> <p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p> <p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	<p>connections with coastal areas and thematic pathways/itineraries</p> <p>Project Responsible + Project Manager - Revision and validation of the final report</p> <p>Scientific experts - revision and validation of the methodology for the Natural and Cultural Heritage Assessment + Analysis of the data collected and drafting of a final report</p> <p>Project Responsible + Project Manager - Revision and validation of the final report</p> <p>Technical experts - Data collection, systematization of the data in the geo-referenced database and tracking of the connections with coastal areas and thematic pathways/itineraries</p> <p>Communication Manager - Publication of the final report and the database on project website</p> <p>Project Responsible + Project Manager - Revision and validation of the final report</p> <p>Project Responsible + Project Manager - Revision and validation of the final report</p> <p>Technical experts - Data collection, systematization of the data in the geo-referenced database and tracking of the connections with coastal areas and thematic pathways/itineraries</p> <p>Project Responsible + Project Manager - Revision and validation of the final report</p>
<p>Act 3.2 Analysis of the Governance Framework (Task Leader – PP6)</p> <p>A comparative analysis of policies, programmes and planning practices is carried out to assess the current state of the governance in Italy and Croatia and pave the ground for the development of a common trans-border framework for the management of inland natural and cultural heritage. To reach this goal, the analyses is enriched with the identification, collection and review of best practices both from the involved territories and other Countries (literature review). A map of carried out investments is added to the analysis together with an evaluation of achieved results, with a particular focus on valorisation, accessibility and market penetration aspects. PP6, supported by PP1 as ST</p>	<p>Step 1. Development of a methodology for:</p> <p>a. Comparative analysis of policies, programmes and planning practices for inland’s natural & cultural heritage protection and valorisation in Italy and Croatia (PP6);</p> <p>b. Identification of the related key actors and resources (PP6);</p> <p>c. Collection of financial data on the investments carried out together with indicators for assessing their impact on valorisation, accessibility and market penetration aspects (PP6);</p> <p>Step 2. Organization of a ST meeting for the revision and validation of the methodology (PP1 + PP6);</p> <p>Step 3. Drafting of the guidelines for governance analysis and related project forms (PP1);</p> <p>Step 4. Data collection according to the common guidelines and project forms (LP, PP3, PP4, PP7, PP9 under PP6 coordination);</p> <p>Step 5. Drafting of a final report on governance framework including a comparative analysis of the data collected, integrated with a map of the</p>	<p>LP - MARCHE REGION</p> <p>PP1 - UNIVERSITY OF CAMERINO</p>	<p>Technical experts - Data collection + identification of the best practices</p> <p>Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue</p> <p>Scientific Expert – revision and validation of the methodology for the Analysis of the Governance Framework + Drafting of the final report on governance framework + Data collection and drafting of a catalogue of best practices</p> <p>Technical experts - identification of the best practices</p> <p>Project Responsible + Project Manager - Revision and validation of the final report on</p>

<p>leader, develops a common method for the collection and analysis of data. LP, PP3, PP4, PP7, PP9 collects the data while PP1&PP6 systematize the data collected and complete the final report with a comparative analysis of the best practices in the field.</p>	<p>investments carried out in the project areas together with an evaluation of results achieved in terms of protection, fruition, accessibility, market penetration, spin-offs and cost effectiveness (PP1 + PP6);</p>		<p>governance framework, the map of investments and the best practice catalogue</p>
	<p>Step 6. Development of a methodology for the identification, collection and review of best practices for the natural and cultural heritage protection and valorisation (PP6).</p>	PP3 - MUNICIPALITY OF SAN LEO	<p>Technical experts - Data collection + identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue</p>
	<p>Step 7. Application of the methodology for the identification of the best practices for the natural and cultural heritage protection and valorisation from other Countries (all PPs);</p>	PP4 - MUNICIPALITY OF RICCIA	<p>Technical experts - Data collection + identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue</p>
	<p>Step 8. Data collection and drafting of a catalogue of best practices to be used as a matrix for identifying best ones in the involved territories (PP1 and PP6);</p>		
	<p>Step 9. Application of the matrix on previous analysis and data and identification of the best practices for the natural and cultural heritage protection and valorisation in Italy and Croatia (PP1 + PP6);</p>	PP5 - MOLISE TOWARDS 2000	<p>Technical experts - identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue</p>
	<p>Step 10. Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue by the SC (all PPs);</p>	PP6 - UNIVERSITY OF ZADAR	<p>Scientific experts - development of the methodology for the Analysis of the Governance Framework + Drafting of the final report on governance framework + Development of a methodology for the identification, collection and review of best practices + Data collection and drafting of a catalogue of best practices Technical experts – coordination of PPs in the data collection + identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue</p>
	PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	<p>Technical experts - Data collection + identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue Communication Manager - Publication of the final report on governance framework, the map of investments and the best practice catalogue on project website</p>	

		PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA	Technical experts - identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue
		PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	Technical experts - Data collection + identification of the best practices Project Responsible + Project Manager - Revision and validation of the final report on governance framework, the map of investments and the best practice catalogue
<p>Act 3.3 Organization of Local Committees (Task Leader – PP1 + Local Committee’s Leaders - LP, PP8, PP5, PP7, PP9) PPs map local stakeholders (SH) dividing them in 4 categories (communities’ representatives / businesses / LAs/ technicians & academia - quadruple helix) and assess as relevant those with the highest potential to benefit from the conservation & valorisation of natural/cultural assets. Such SH analysis method based on benefit criteria is developed by PP1 within the ST. Each PP sets up the Local Committee through the involvement of the detected relevant SH. 1 LC is established in each pilot area. Each LC is involved in 4 workshops for the sharing and revision of the preliminary analyses and the CB strategy (see act.3.4) in order to prompt a community based management approach (CBM) aimed at developing a partnership between cultural/natural resources and communities while generating a revenue to benefit the community as well as its resources management PP1 defines the methods & tools for LC management which are validated by the TC and applied by LP, PP8, PP5, PP7, PP9 (each one in charge of 1 LC)</p>	<p>Step 1. Development of a methodology for stakeholder analysis, according to the quadruple helix approach, and assessing as relevant those with the highest potential to benefit from the conservation & valorisation of natural/cultural assets (PP1)</p> <p>Step 2. Organization of a ST meeting for the revision and validation of the methodology (PP1 + PP6);</p> <p>Step 3. Drafting of the guidelines for stakeholder analysis and related project forms (PP1);</p> <p>Step 4. Data collection according to the common guidelines and project forms (All PPs);</p> <p>Step 5. Analysis of the data and drafting of a list/description of the relevant stakeholders to be involved in the Local Committees (PP1 + PP6);</p> <p>Step 6. Development of a Local Committees’ management tool box composed of methods and tools for LCs management, guidelines on best facilitation methods to be applied according to the different workshops’ goals, motivational resources, communication actions and materials (PP1 + PP6).</p> <p>Step 7. Revision and validation of the Local Stakeholders maps and LCs management tool box by the Technical Committee (all PPs under PP1 coordination);</p> <p>Step 8. Setting up of the LCs inviting the relevant stakeholders previously identified to the 1st workshop for the “Project introduction and presentation” (LP supported by PP1; PP8 supported by PP3; PP5 supported by PP4; PP7 supported by PP6; PP9)</p> <p>Step 9. Drafting and sharing with the Technical Committee of a LC’s meeting minute with the agenda, attendance list, presentations and working documents (LP; PP8; PP5; PP7; PP9)</p> <p>Step 10. Organisation of the 2nd LCs meeting as a workshop for the “Sharing and revision of the natural and cultural heritage assessment - Act.3.1” (LP supported by PP1; PP8 supported by PP3; PP5 supported by PP4; PP7 supported by PP6; PP9)</p> <p>Step 11. Drafting and sharing with the Technical Committee of a LC’s meeting minute with the agenda, attendance list, presentations and working documents together with an eventual revision/validation of the natural</p>	LP - MARCHE REGION	Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Setting up of the LCs + organisation of LCs workshops + Drafting of LC’s meeting minutes
		PP1 - UNIVERSITY OF CAMERINO	Scientific Expert – Development of the methodology for stakeholder analysis + Drafting of the guidelines for stakeholder analysis and related project forms + Analysis of the data and drafting of a list/description of the relevant stakeholders + Development of a Local Committees’ management tool box Technical experts – data collection + Coordination of the revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Organisation of LCs workshops
		PP3 - MUNICIPALITY OF SAN LEO	Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Organisation of LCs workshops
		PP4 - MUNICIPALITY OF RICCIA	Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Organisation of LCs workshops
		PP5 - MOLISE TOWARDS 2000	Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Setting

	and cultural heritage assessment (LP; PP8; PP5; PP7; PP9)		up of the LCs + organisation of LCs workshops + Drafting of LC's meeting minutes
	Step 12. Organisation of the 3rd LCs meeting as a workshop for the "Sharing and revision of the analysis of the governance framework - Act.3.2" (LP supported by PP1; PP8 supported by PP3; PP5 supported by PP4; PP7 supported by PP6; PP9)	PP6 - UNIVERSITY OF ZADAR	Scientific Expert – revision and validation of the methodology for stakeholder analysis + Analysis of the data and drafting of a list/description of the relevant stakeholders + Development of a Local Committees' management tool box
	Step 13. Drafting and sharing with the Technical Committee of a LC's meeting minute with the agenda, attendance list, presentations and working documents together with an eventual revision/validation of the analysis of the governance framework (LP; PP8; PP5; PP7; PP9)		Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box
	Step 14. Organisation of the 4th LCs meeting as a workshop for the "Wrap up and drafting of the final recommendations for the project strategy" (LP supported by PP1; PP8 supported by PP3; PP5 supported by PP4; PP7 supported by PP6; PP9)		Project manager + technical expert - Organisation of LCs workshops
	Step 15. Drafting and sharing with the Technical Committee of a LC's meeting minute with the agenda, attendance list, presentations and working documents together with the final recommendations for the project strategy (LP; PP8; PP5; PP7; PP9)	PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Setting up of the LCs + organisation of LCs workshops + Drafting of LC's meeting minutes
		PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA	Technical experts – data collection + Revision and validation of the Local Stakeholders maps and LCs management tool box Project manager + technical expert - Setting up of the LCs + organisation of LCs workshops + Drafting of LC's meeting minutes
		PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	Technical experts – data collection Project manager + technical expert - Setting up of the LCs + organisation of LCs workshops + Drafting of LC's meeting minutes
Act 3.4 development of a Cross-Border Strategy for Inland Areas (Task Leader – LP) PPs are involved in the definition of a common strategy for inland areas based on the data and analyses drafted in the previous project activities. LP, supported by PP1 (ST leader and TC leader), draft a first version of the strategy which is submitted to PPs and LCs for its revision. Once SC validates the strategy, a technical workshop is organized involving both a SC delegation, the Technical Committee for	Step 1. Drafting of a first version of the common strategy for inland areas, based on the data and analyses drafted in the previous project activities (LP) Step 2. Revision and validation of the first draft of the Common Strategy by the ST as for scientific aspects (PP1 + PP6) + Revision and validation of the first draft of the Common Strategy by the TC as for technical aspects (All PPs under the TC) Step 3. Organisation of a LCs meeting for the revision and validation of the first draft of the Common Strategy by LCs (LP; PP8; PP5; PP7; PP9) Step 4. Collection of LCs feed backs and, if needed, integration of the common strategy for inland areas with LCs' proposals (LP + PP1) Step 5. Revision and validation of the final version of the Common Strategy by the	LP - MARCHE REGION	Technical expert - Drafting of a first version of the common strategy for inland areas + Integration of the common strategy for inland areas with LCs' proposals Project manager + technical expert - Organisation of a LCs meeting for the revision and validation of the first draft of the Common Strategy + Organisation of the Technical workshop + Drafting of a Technical workshop meeting minute Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy

<p>the National Strategy for Inland Areas - Presidency of the Council of Ministers, Minister of Cultural Heritage and Activities and Tourism and Legambiente (Italian side), and the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatian side) to review and validate the document at national level. The strategy contains also specific recommendations for the development of an Action Plan (WP5) with related domains/ fields of application and the institutions to be involved for the future adoption of the CB Strategy + Action Plan</p>	<p>Steering Committee (all PPs);</p> <p>Step 6. Organisation of a Technical workshop with the Technical Committee for the National Strategy for Inland Areas, MiBACT and Legambiente (Italy), the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatia) to review and validate Common Strategy (LP + SC delegation)</p> <p>Step 7. Drafting and sharing with the Steering Committee of a Technical workshop meeting minute with the agenda, attendance list, participants reviews, papers, presentations and working documents (LP)</p>	PP1 - UNIVERSITY OF CAMERINO	<p>Scientific Expert – Revision and validation of the first draft of the Common Strategy + Integration of the common strategy for inland areas with LCs’ proposals</p> <p>Technical experts – Coordination of the revision and validation of the first draft of the Common Strategy + Integration of the common strategy for inland areas with LCs’ proposals</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP3 - MUNICIPALITY OF SAN LEO	<p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP4 - MUNICIPALITY OF RICCIA	<p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP5 - MOLISE TOWARDS 2000	<p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project manager + technical expert - Organisation of a LCs meeting for the revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP6 - UNIVERSITY OF ZADAR	<p>Scientific Expert – Revision and validation of the first draft of the Common Strategy</p> <p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	<p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project manager + technical expert - Organisation of a LCs meeting for the revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA	<p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project manager + technical expert -</p>

			<p>Organisation of a LCs meeting for the revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>
		PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	<p>Technical experts – Revision and validation of the first draft of the Common Strategy</p> <p>Project manager + technical expert - Organisation of a LCs meeting for the revision and validation of the first draft of the Common Strategy</p> <p>Project Responsible + Project Manager - Revision and validation of the final version of the Common Strategy</p>

<p>WP 4 - DEVELOPMENT AND TESTING OF AN ACTION PLAN FOR INLAND AREAS VALORISATION WP Leader: PP1</p>	<p>The objective of WP4 is to improve the accessibility to inland areas valorising the connections and synergies with coastal areas and to promote inland natural/cultural assets, together with the related economic and social activities, within an innovative territorial management system. The TC, led by PP1, drafts out an Action Plan outlining the actions needed to address the preconditions for the application of the CB Strategy for inland areas, reach its goals and break them down into specific Pilot Actions work-plans. The first Pilot Action (PA) is implemented by PP7 and PP9 developing an innovative territorial management and promotional system based on a territorial brand which aggregates and qualifies the natural/cultural tourism offer and promotes it through a common tourism-marketing plan in synergy with coastal areas. The second PA is developed by the LP to improve the accessibility of inland areas launching an innovative One Stop Information Centres system which intercepts touristic flows toward coastal areas and connects them with all the services and offers of inland destinations. The third PA is implemented by PP3 and PP4 who develop a virtual eco-museum to improve virtual accessibility of inland areas providing tourists with the contents of “digitalised” natural/cultural assets within an augmented reality system. PP1, PP5, PP6 and PP8 support their regional partners not only in the implementation of such pilots but also in their evaluation applying the innovative evaluation system developed by PP1 to test the project Action Plan in terms of positive impacts on local community’s wellbeing. According to the impact evaluation of PAs, the TC reviews the Action Plan and shares it with LCs and national stakeholders for its final validation. The LCs are also actively involved in the PAs implementation thanks to the application of a community-based management system which empowers them with the skills and knowledge for the use of WP4 outputs within and after the project closure</p>		
<p>Act 4.1 Drafting of the Action Plan (Task Leader – PP1) The Technical Committee, led by PP1, drafts out an Action Plan outlining the actions needed to address the preconditions for the application of the CB Strategy for inland areas, reach its goals in the mid to long period and break them down into specific work-plans for testing such actions (Pilot Actions) according to the domains/ fields of application previously identified (see act.3.4). Pilot Actions workplans are shaped in order to be implemented in specific territories but providing all PPs with the info & data needed for detailing the common Action Plan. They are detailed with the specific activities to be carried out, key actors to be</p>	<p>Step 1. Drafting of a first version of the Action Plan, based on the recommendations included in the Strategy and the analyses drafted in the previous project activities (PP1)</p> <p>Step 2. Revision and integration of the first draft of the Action Plan by the TC (All PPs under the TC)</p> <p>Step 3. Drafting of a first version of the Pilot Action workplans according to the Action Plan reviewed by the TC and the domains/ fields of application previously identified within act.3.4 (PP1 + PP7 & PP9 + LP & PP1 + PP3 & PP4)</p> <p>Step 4. Organisation of a LCs workshops for the revision and validation of the first draft of the Action Plan and the development of the specific workplans for Pilot Action 1, Pilot Action 2 and Pilot Action 3, in particular, as far as the tasks and methods for LCs’ involvement are concerned (LP, PP8, PP5, PP7, PP9)</p>	LP - MARCHE REGION	<p>Project manager + technical expert - Drafting of a first version of the Pilot Action 2 workplan + Organisation of LC workshops for the revision and validation of the Action Plan and the development of the Pilot Action 2 workplan + Drafting of LC’s workshop minutes</p> <p>Technical expert - Revision and integration of the drafts of the Pilot Action 1-2-3 workplans</p> <p>Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans</p>
		PP1 - UNIVERSITY OF CAMERINO	<p>Project manager + technical expert - Coordination of TC in the drafting of the Pilot Action workplan + Coordination of TC in the revision and integration of the drafts of the Pilot Action workplans</p>

involved, tasks and roles to be taken, financial resources needed and for assessing its efficacy. Local Committees are actively involved both in the Action Plan revision, thanks to a specific workshop, and Pilot Actions implementation as foreseen in the following activities.	Step 5. Drafting and sharing with the Technical Committee of the LC's workshops minute with the agenda, attendance list, presentations and other working documents (LP; PP8; PP5; PP7; PP9)		Technical expert - Drafting of a first version of the Action Plan and coordination of its revision process + Revision and validation of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
	Step 6. Revision and integration of the drafts of the Pilot Action workplans by the TC, in particular, as far as the evaluation system (4.2) and the means for data collection are concerned (all PPs under the TC);		
	Step 7. Validation of the final version of the Action Plan and Pilot Action workplans by the SC (all PPs)	PP3 - MUNICIPALITY OF SAN LEO	Project manager + technical expert - Drafting of a first version of the Pilot Action workplan Technical expert - Revision and validation of the first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
		PP4 - MUNICIPALITY OF RICCIA	Project manager + technical expert - Drafting of a first version of the Pilot Action workplan Technical expert - Revision and validation of the first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
		PP5 - MOLISE TOWARDS 2000	Project manager + technical expert - Organisation of LC workshops for the revision and validation of the Action Plan and the development of the Pilot Action 3 workplan + Drafting of LC's workshop minutes Technical expert - Revision and validation of the first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
		PP6 - UNIVERSITY OF ZADAR	Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans Technical expert - Revision and validation of the first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans
	PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	Project manager + technical expert - Drafting of a first version of the Pilot Action workplan + Organisation of LC workshops for the revision and validation of the Action Plan and the development of the Pilot Action 1 workplan + Drafting of LC's workshop minutes Technical expert - Revision and validation of the	

			first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
		PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA	Project manager + technical expert - Drafting of a first version of the Pilot Action workplan + Organisation of LC workshops for the revision and validation of the Action Plan and the development of the Pilot Action 3 workplan + Drafting of LC's workshop minutes Technical expert - Revision and validation of the first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
		PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN	Project manager + technical expert - Drafting of a first version of the Pilot Action workplan + Organisation of LC workshops for the revision and validation of the Action Plan and the development of the Pilot Action 1 workplan + Drafting of LC's workshop minutes Technical expert - Revision and validation of the first draft of the Action Plan + Revision and integration of the drafts of the Pilot Action workplans Project Responsible + Project Manager - Validation of the final version of the Action Plan and Pilot Action workplans
Act 4.2 Set Up and Application of an Evaluation System (Task Leader – PP1) Since the PAs aim to test the project Action Plan and provide information for its revision and validation, a specific and innovative evaluation system is developed for this scope. ST, led by PP1 and supported by the TC, develops a PAs evaluation protocol: it is based on an innovative approach which measures the impact of the target actions on local communities wellbeing in the short & long term (scenarios development) considering such condition as the pillar for a long-lasting conservation and valorisation of natural/cultural assets. The proxy indicators and related means of verifications are set up to assess PAs and Action Plan impact not only in terms of improved management, promotion and accessibility (virtual and physical) but connecting	Step 1. Development of the evaluation protocol, related proxy indicators and means of verifications (monitoring forms for data collection, web analysis insights, meeting minutes and stakeholders and end-users surveys) according to the Action Plan and Pilot Action workplans (PP1 + PP6)	LP - MARCHE REGION	
	Step 2. Development of a database and tools for the analysis of the data collected thanks to the evaluation protocol (PP1 + PP6)	PP1 - UNIVERSITY OF CAMERINO	Scientific expert - Development of the evaluation protocol +
	Step 3. Organization of a TC meeting for the revision, integration and validation of the evaluation protocol, database and tools for the analysis of the data collected (all PPs under TC);	PP3 - MUNICIPALITY OF SAN LEO	
	Step 4. Application of the evaluation protocol through the monitoring forms for data collection, web analysis insights, meeting minutes and stakeholders/end-users' surveys (PP1 coord + PP5, PP6, PP8, and PP9)	PP4 - MUNICIPALITY OF RICCIA	
	Step 5. Collection of the monitoring forms and ongoing database-entry and analysis of the data collected (PP1 + PP6)	PP5 - MOLISE TOWARDS 2000	
		PP6 - UNIVERSITY OF ZADAR	Scientific expert - Development of the evaluation protocol +
		PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA	
		PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA	

<p>them with job opportunities development, services provision and demographical changes. PP1, PP8, PP5, PP6 and PP9 are in charge of the application of the protocol and provide the TC and SC with PA results to draft the final evaluation (see act.4.6).</p>			
<p>Act 4.3 Testing of New Tools for Territorial Management and Promotions (Task Leader – PP7 & PP9) The first Pilot Action (PA1) is about developing and implementing an innovative territorial management and promotional system. PPs identify key services and products connected to the valorisation of natural and cultural assets and consistent with the market analysis (3.1): their core business has to be connected with the local resources as well as contributing to their conservation. PPs develops a territorial brand together with specification for its application, which aggregates and qualifies the local offer concerning natural/cultural tourism as previously identified. A specific tourism-marketing plan is developed and applied to promote the brand, taking advantage of synergies with coastal areas and their means for promotion. Smart cards are developed as key part of the territorial management and promotional system and spread among tourists: they are used for transports and inland services both to promote the brand and collect statistical data to feed the project evaluation system (4.2).</p>	<p>Step 1. Development of a methodology for identifying key services and products connected and consistent with the valorisation of natural/cultural assets (PP6)</p> <p>Step 2. Application of the methodology for the data collection on services and products of the PA1 targeted areas (Zadar and Istria County) in order to identify those to be involved in the pilot (PP7 + PP9)</p> <p>Step 3. Analysis of the data collected for the development of a map of key services/products together with an assessment on their relationships with local resources in terms of exploitation and contribution, actual or potential, to their conservation (PP6 + PP7 + PP9)</p> <p>Step 4. Development of a territorial brand both in terms of visual identity and specification for its application (PP7 + PP9)</p> <p>Step 5. Development of a smart card system connected to the brand in order to collect statistical data for setting the territorial management system and feed the project evaluation system (4.2). (PP6 + PP7 + PP9)</p> <p>Step 6. Development of a tourism marketing plan to be implemented in synergy with coastal areas and their means for promotion (PP7 + PP9)</p> <p>Step 7. Organisation of specific workshops with coastal areas tourism services for implementing the tourism marketing plan (PP7 + PP9)</p> <p>Step 8. Organisation of specific workshops with services providers/local producers for applying the territorial brand and smart card system through specific agreements (PP7 + PP9)</p> <p>Step 9. Set up of the smart card system connecting target services to the territorial management system though virtual credit and specific data for scenario development (PP6 + PP7 + PP9)</p> <p>Step 10. Implementation of the tourism marketing plan for promoting the brand (PP7 + PP9)</p> <p>Step 11. Testing of the market penetration potential of the brand and related smart cards system through their distribution among tourists (PA samples) in the coastal areas (PP7 + PP9)</p>	<p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p> <p>LP - MARCHE REGION</p> <p>PP1 - UNIVERSITY OF CAMERINO</p> <p>PP3 - MUNICIPALITY OF SAN LEO</p> <p>PP4 - MUNICIPALITY OF RICCIA</p> <p>PP5 - MOLISE TOWARDS 2000</p> <p>PP6 - UNIVERSITY OF ZADAR</p> <p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p> <p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p> <p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	
<p>Act 4.4 Development of One Stop Information Centers (Task Leader - LP) PA2 aims to improve the accessibility of inland areas and related natural/cultural assets working on hot-spots where high-speed mobility and infrastructures meet slow ones and secondary roads. Once identified those entry gates to inland areas (3.1),</p>	<p>Step 1. Development of a methodology for further assessing the physical accessibility and the thematic and touristic pathways/itineraries in the area targeted for the PA2 (PP1)</p> <p>Step 2. Application of the methodology for the data analysis and collection (PP1)</p> <p>Step 3. Drafting of a final report with a map of potential hot-spots suitable for hosting the OSIC as well as their connections to thematic and touristic pathways/itineraries (PP1)</p>	<p>LP - MARCHE REGION</p> <p>PP1 - UNIVERSITY OF CAMERINO</p> <p>PP3 - MUNICIPALITY OF SAN LEO</p>	

<p>they are equipped as innovative One Stop Information Centres (OSIC): a physical location is enriched with IT technology and promotional material to provide tourists with the information needed about inland destinations and connect them with local services. OSIC is set as a welcoming environment for travellers to learn about available cultural and natural assets in the area, specific local products/services and make reservations. OSIC staff is taken from LCs and trained by PPs thanks to a specific programme: in return, OSIC can provide them a space to generate revenue through the sale of merchandise and local handicrafts. OSIC are hot spots to capture and analyse important traveller information and statistics and feed the evaluation system.</p>	<p>Step 4. Organisation of a meeting with the concerned local public stakeholders for the selection of the OSIC facilities (LP)</p>	PP4 - MUNICIPALITY OF RICCIA		
	<p>Step 5. Development of dedicated agreements with the concerned local public stakeholders for the settlement of the OSIC (LP)</p>	PP5 - MOLISE TOWARDS 2000		
	<p>Step 6. Development of an OSIC community-based management programme, through dedicated LC's meetings, which sets the organizational structure of the centre and related needs in terms of resources, equipment and know how (LP + PP1)</p>	PP6 - UNIVERSITY OF ZADAR		
	<p>Step 7. Development and launch of innovative public procurements for the development of site-specific IT systems and promotional instruments for equipping the OSIC (LP + PP1)</p>	PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA		
	<p>Step 8. Implementation of the innovation projects selected and installation of the OSIC equipment aimed at capture and analyse traveller information and statistics (LP)</p>	PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA		
	<p>Step 9. Development and implementation, through dedicated LC's meetings, of a training programme aimed at transferring the knowhow for the community-based management of the OSIC (PP1)</p>	PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN		
	<p>Step 10. Development of the OSIC promotional and communication plan and related tools also through specific workshop with tourism operators (LP)</p>			
	<p>Step 11. Launch and implementation of the OSIC promotional and communication plan (LP)</p>			
	<p>Step 12. Testing of the OSIC through the implementation of the community-based management programme and collection of traveller information and statistics (LP+PP1)</p>			
	<p>Act 4.5 Development of Virtual Ecomuseums (Task Leader – PP3 & PP4) PA3 aims to improve virtual accessibility of inland areas and their natural/cultural assets. PPs develop an online centre shaped as a virtual eco-museum: a provider of information as well as an exhibition room which gives opportunities to potential visitors to access digital content before/during/after the visit in a range of digital 'encounters'. They are shaped on users' needs and inputs and strictly connected with the data coming from WP3 analysis to improve the web marketing and promotion of target areas. PPs develop a hardware-software system with an online database of information for user-friendly navigation. Real natural and cultural assets are connected through markers, physical and georeferenced, to the database within a virtual and augmented reality system. LCs are involved for the</p>	<p>Step 1. Development of a methodology for further assessing the virtual accessibility and the thematic and touristic pathways/itineraries in the area targeted for the PA3 (PP3&PP8 + PP4&PP5)</p>	LP - MARCHE REGION	
		<p>Step 2. Application of the methodology for the data analysis and collection (PP3&PP8 + PP4&PP5)</p>	PP1 - UNIVERSITY OF CAMERINO	
		<p>Step 3. Drafting of a final report with a map of online/offline services related to the local natural/cultural assets and an analysis of the web marketing and promotional needs of target areas (PP3&PP8 + PP4&PP5)</p>	PP3 - MUNICIPALITY OF SAN LEO	
<p>Step 4. Development and launch of innovative public procurements, based on the web marketing and promotional needs detected, for the development of the Virtual eco-museum (PP3 + PP4)</p>		PP4 - MUNICIPALITY OF RICCIA		
<p>Step 5. Development of the virtual eco-museum structure made of a database with the information collected about natural/cultural assets connected to a web exhibition room and site physical and georeferenced markers within an augmented reality system (PP3 + PP4)</p>		PP5 - MOLISE TOWARDS 2000		
<p>Step 6. Drafting of the contents and guides of the virtual eco-museum according to the map on local natural/cultural assets and the promotional needs detected (PP3 + PP4)</p>		PP6 - UNIVERSITY OF ZADAR		
		PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA		
		PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA		

<p>development of storytelling techniques (training sessions) which are part of the emotional and creative communication of the eco-museums and strictly connected with socialweb and marketing tools.</p>	<p>Step 7. Installation of the site physical and georeferenced markers on the real natural and cultural assets (PP3 + PP4)</p> <p>Step 8. Testing of the virtual eco-museum through the involvement of the LCs (PP3&PP8 + PP4&PP5)</p> <p>Step 9. Connection of the virtual eco-museum to web social platforms and tools for virtual community development (PP3 + PP4)</p> <p>Step 10. Development of a training programme for the animation of the virtual eco-museums through storytelling, online social marketing, emotional/creative communication techniques (PP3 + PP4)</p> <p>Step 11. Implementation of the training programme through the organisation of LC's meetings and testing sessions of the web social platforms (PP3&PP8 + PP4&PP5)</p> <p>Step 12. Development of the web marketing plan and related communication channels for the launch and promotion of the virtual eco-museum (PP8 + PP5)</p> <p>Step 13. Organisation of a specific workshop with tourism operators for the launch and implementation of the web marketing plan and related communication channels (PP8 + PP5)</p>	<p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	
<p>Act 4.6 Validation of the Action Plan (Task Leader – PP1) The Scientific Team carry out the impact evaluation of PAs according to the protocol developed. PPs provide PP1, as ST leader, with the data collected through specific forms and a final report. The ST benefits from the experiences and results by accessing also the project documentation and receiving first-hand account about the development of the experience. Surveys and interviews to stakeholders and PA actors are also arranged to develop future scenarios and case studies with the objective to provide access to the knowledge for externals. The evaluation of the process, indeed, is based on good practices and also explain do's and don'ts. The final evaluation provides the TC with the information for the revision of the Action Plan and its validation. Once the Action Plan is validated PP1 organize a second technical workshop (see act.3.4) to review and validate the document at national level.</p>	<p>Step 1. Drafting and sharing with the ST of the Pilot Actions' final evaluation reports (PP1 coord. + PP8 + PP5 + PP6 + PP9)</p> <p>Step 2. Analysis of the Pilot Actions' final evaluation reports, the data entered in the database and the project documentation (PP1 + PP6)</p> <p>Step 3. Drafting of the final evaluation on Pilot Actions impact according to the project evaluation system (PP1 + PP6)</p> <p>Step 4. Revision and validation of the final evaluation on Pilot Actions and, accordingly, of the Action Plan (All PPs under TC coordination)</p> <p>Step 5. Implementation of eventual surveys and interviews at distance to PPs and stakeholders about the development of the experience for the identification of good practices, do's and don'ts and future scenarios (PP1 + PP6)</p> <p>Step 6. Drafting of a report about the case studies and future scenarios identified to provide access to the knowledge for externals (PP1 + PP6)</p> <p>Step 7. Organisation of a Technical workshop with the Technical Committee for the National Strategy for Inland Areas, MiBACT and Legambiente (Italy), the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb (Croatia) to review and validate the Action Plan (PP1 + SC delegation)</p> <p>Step 8. Drafting and sharing with the Steering Committee of a Technical workshop meeting minute with the agenda, attendance list, participants reviews, papers, presentations and working documents (PP1)</p>	<p>LP - MARCHE REGION</p> <p>PP1 - UNIVERSITY OF CAMERINO</p> <p>PP3 - MUNICIPALITY OF SAN LEO</p> <p>PP4 - MUNICIPALITY OF RICCIA</p> <p>PP5 - MOLISE TOWARDS 2000</p> <p>PP6 - UNIVERSITY OF ZADAR</p> <p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p> <p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p> <p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	

<p>WP 5 - CAPITALISATION OF THE PROJECT MODEL AND STRATEGY WP Leader: PP6</p>	<p>WP5 aims at capitalising the project outputs and results at regional, interregional and national level to manage fragile inland landscapes and unleash their potential in terms of economic development recognizing their functional interconnections. As for the regional capitalisation, PPs organise training courses (act.5.1) targeting policy makers to assist them in the upscaling of the regional policies/planning instruments to an integrated multi-sectoral approach. As for the interregional level, PPs organize a set of road shows (act.5.2) outside their areas to meet other Regional Authorities and relevant stakeholders and stimulate the cooperation between different actors and neighbouring contexts. Finally, PPs organise a technical conference (act.5.3) to present the project case studies to the main EU/national/regional actors and work together on the transferring of the project CB Strategy/Action Plan into the national instruments. Such event is also the context where PPs and key stakeholders set up a permanent observatory (5.4) as a space for long lasting CB collaboration and an instrument for assisting and monitoring the implementation of the main project outputs in the Programme Area. Each PP is involved in the WP5 implementation under the coordination of the PP6 and according to different competences and roles in the project: PP1 (TC), PP6 (ST) develop the training and roadshow programmes, contents and materials; LP, PP3, PP4, PP7 and PP9, given their institutional role, organise the crash courses for the Regional/Local Authorities and sets up a unique road show team with the other regional PPs for act.5.3 implementation. Finally, they all cooperate in the organization of the technical event, supported by the key national authorities previously involved which have the strategical role of reaching the main target groups in the other Progr. areas. Such a large network of actors is consolidated with the establishment of the PCO which supports them in the adoption and implementation of the main outputs in the long period.</p>		
<p>Act 5.1 Organization of Crash Courses (Task Leader – PP6) PPs organize crash courses targeted to key decision and policy makers within Regional/Local Authorities that can keep leadership in pushing forwards the MADE IN-LAND Strategy and Action Plan. The crash course are aimed not only at the transferring of the Action Plan into regional policies but also at the techniques and methods for naturaland cultural heritage valorisation, which are developed in the testing phase to manage and support the tools for territorial management and promotion (4.3), OSIC (4.4) and virtual eco-museums (4.5). LP, PP3, PP4, PP7 and PP9 organize 3 crash courses each one in each region according to a programme made by PP6 as WP leader and applied by PPs. The PPs are supported by the TC and ST, which prepares the courses contents and materials.</p>	<p>Step 1. Drafting of a list and description of the key decision and policy makers within Regional/Local Authorities to be contacted and invited to the courses in each of the project areas (all PPs)</p> <p>Step 2. Development of a courses programme, according to the characteristics of the targeted key decision and policy makers, made of an agenda, a description of the different courses sections with related materials/contents, the methods and tools for its final evaluation (PP6 + PP1 + TC)</p> <p>Step 3. Revision and validation of the crash courses programme and materials (All PPs)</p> <p>Step 4. Organisation of 3 crash courses in each project area inviting both technical/scientific experts and stakeholders as trainers (LP, PP3, PP4, PP7 and PP9)</p> <p>Step 5. Drafting and sharing with the Steering Committee of a Crash courses report about the crash course programme implementation including agenda, attendance list, presentations and other working documents as well as the courses evaluation (LP, PP3, PP4, PP7 and PP9)</p>	<p>LP - MARCHE REGION</p> <p>PP1 - UNIVERSITY OF CAMERINO</p> <p>PP3 - MUNICIPALITY OF SAN LEO</p> <p>PP4 - MUNICIPALITY OF RICCIA</p> <p>PP5 - MOLISE TOWARDS 2000</p> <p>PP6 - UNIVERSITY OF ZADAR</p> <p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p> <p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p> <p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	
<p>Act 5.2 Organization of Road Shows (Task Leader – PP6) Each project region organizes 1 regional and/or national roadshow to meet other Regional Authorities and stakeholders outside the PPs areas, transfer project results and stimulate the adoption of the project Strategy and Action Plan. PPs develop a road show programme identifying the external partners for the organization of the roadshows which provide the venues and invite local stakeholders. PPs set up a road show team who is in charge for its implementation. They consist of:</p> <ul style="list-style-type: none"> • A workshop for engaging key stakeholders in discussion on perspectives of project model, create an opportunity for participants to 	<p>Step 1. Identification of a roster of external partners to be contacted for the organization/hosting of the roadshows (all PPs under PP6 coordination);</p> <p>Step 2. Definition of the requirements in terms of locations, logistics, promotion, staff (1 Technical/Scientific expert + LC's representatives) and equipment needed for the implementation of the road-shows (PP6)</p> <p>Step 3. Selection and contact of the external partners for the organization of the roadshows according to the requirements previously identified (PP6 + SC)</p> <p>Step 4. Development of the roadshow programme to be disseminated by PPs and the common materials/contents (PP6)</p> <p>Step 5. Revision and validation of the roadshow programme and materials (All PPs under TC coordination)</p> <p>Step 6. Set up of the road show teams is in charge for the Road Shows Programme implementation (all PPs)</p> <p>Step 7. Drafting and sharing with the Steering Committee of the Roadshows</p>	<p>LP - MARCHE REGION</p> <p>PP1 - UNIVERSITY OF CAMERINO</p> <p>PP3 - MUNICIPALITY OF SAN LEO</p> <p>PP4 - MUNICIPALITY OF RICCIA</p> <p>PP5 - MOLISE TOWARDS 2000</p> <p>PP6 - UNIVERSITY OF ZADAR</p> <p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p>	

<p>explore partnerships and share up-to-date information on project initiatives</p> <ul style="list-style-type: none"> a boot camp to provide complementary support to participants, with a face to face collaboration on specific issues, as well as to stimulate their continued interest in cultural/natural heritage valorisation toward the adoption of the CB Strategy and the application of the Action Plan. 	<p>minutes including agenda, attendance list, presentations (all PPs according to the road show teams defined)</p>	<p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p>	
<p>Act 5.3 Organisation of MADE IN-LAND Final Conference (Task Leader - LP) PPs organize a technical conference within the last project meeting to present achieved results and project case studies and to work together on the merging of the project strategy in the existing national strategies and instruments for the development of inland areas. It is held in collaboration with the Technical Committee for SNAI (National Strategy for Inland Areas) - Presidency of the Council of Ministers, the MiBACT - Italian Ministry of Cultural Heritage and Activities and Tourism and Legambiente on Italian side, the National institute for tourism, Minister of Tourism, Minister of Culture, University of Zagreb on Croatian side, and stakeholders platforms responsible of ETC programmes. It includes a working session for the integration of the MADE IN-LAND strategy and action plan in the national strategies for the inland areas together with a set of policy recommendations for ESI funds and ETC MAs about how to implement it in the Programme Area.</p>	<p>Step 1. Drafting of a programme for the final technical conference including locations, logistics, organisation of working sessions and instructions to support SHs and PPs participation (LP)</p> <p>Step 2. Drafting of a list of regional/national authorities, stakeholders platforms responsible of ETC programmes to be invited together with national and regional stakeholders (all PPs)</p> <p>Step 3. Dispatch of invitations to the final technical conference and management of participants (LP)</p> <p>Step 4. Development of the conference materials made of a presentation of the projects case studies and the impact evaluation of PAs, specific proposals for the integration of the MADE IN-LAND strategy and action plan in the national strategies for the inland areas, a set of policy recommendations for ESI funds and ETC MAs about how to support its implementation it in the Programme Area (LP + PP1 + PP6 + TC).</p> <p>Step 5. Organisation of the Technical conference (LP)</p> <p>Step 6. Drafting and sharing with the Steering Committee of a report about the technical conference results including the agenda, attendance list, participants reviews, papers, presentations, working documents, final agreements (LP).</p>	<p>LP - MARCHE REGION</p>	
<p>Act 5.4 Set Up of a Permanent Cross-border Observatory (Task Leader - LP) PPs establishes a permanent observatory for the monitoring of the implementation of the Action Plans and project outcomes. The evaluation protocol taken from the pilot experience (act.4.2) and based on demographic and economic indicators and related means of verification, is fine-tuned and adopted by the PCO at the end of the project. During the final conference, the PPs and the key stakeholders signs a Memorandum of Understanding in order to formalize the PCO with an organization structure, a protocol to manage</p>	<p>Step 1. Fine tuning of the evaluation protocol taken from the pilot experience (act.4.2) for tis adoption by the PCO at the end of the project (PP1 + PP6)</p> <p>Step 2. Drafting of the Memorandum of Understanding to be signed by PPs and key stakeholders including the PCO organizational structure and a protocol on how to manage the knowledge base and the project outputs, in particular the evaluation system (LP)</p> <p>Step 3. Drafting of the PCO roadmap to be annexed to the MoU which defines new potential projects and interventions of the network (LP)</p> <p>Step 4. Revision and validation of the Memorandum of Understanding and PCO Roadmap (All PPs)</p> <p>Step 5. Organisation of the delegations participating to the Signature Ceremony within the final conference (all PPs)</p> <p>Step 6. Organisation of the session for EU/CB stakeholders' revision of the PCO</p>	<p>LP - MARCHE REGION</p>	
		<p>PP1 - UNIVERSITY OF CAMERINO</p>	
		<p>PP3 - MUNICIPALITY OF SAN LEO</p>	
		<p>PP4 - MUNICIPALITY OF RICCIA</p>	
		<p>PP5 - MOLISE TOWARDS 2000</p>	
		<p>PP6 - UNIVERSITY OF ZADAR</p>	
		<p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p>	
		<p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p>	
		<p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	

<p>knowledge base developed with the project, a network's roadmap with a plan to align strategic investments combining ESI funds and national resources negotiated with National Authorities (MAs). MoU should be signed with the approval of the roadmap document which includes long-lasting assistance to key stakeholders for the implementation of the Action Plan and to the National Authorities for the revision of joint CB strategies for natural and cultural heritage valorisation in Inland Areas</p>	<p>roadmap within the technical conference and the Signature Ceremony (LP)</p>	<p>PP7 - ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA</p>	
		<p>PP8 - AUTHORITY FOR THE MANAGEMENT OF PARKS AND BIODIVERSITY – ROMAGNA</p>	
		<p>PP9 - AZRRI - AGENCY FOR RURAL DEVELOPMENT OF ISTRIA LTD. PAZIN</p>	