

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

Action Plan

WP 4:	development and testing of an action plan for inland areas valorisation
Deliverable 4.1.1:	Action Plan
Activity 4.1.1:	Drafting of the Action Plan
PP in charge:	PP1 – University of Camerino
PPs Involved:	All Partners
Status:	Final: approved in the SC of April 22, 2021
Distribution:	Public
Date:	April 17, 2021

Summary

1. Introduction	3
2. The objectives and the Pilot Actions of the project.....	3
2.1 The objectives in the medium to long-term	3
2.2 Short-terms goals.....	7
2.3 The Pilot Actions	8
2.4 Objectives / Actions Matrix.....	20
3. The trasnational actions.....	23
3.1 The Permanent Cross-Border Observatory.....	23
3.2 The training activities.....	28
3.3 The communication activities	31
4. Indicators	34
4.1 Results indicators	34
4.2 Impact indicators	35
4.3 Cross-sectional indicators	36

1. Introduction

MADE IN-LAND Project, Interreg Italy-Croatia 2014-2020, outlines a Cross-border Strategy that concerns the management and development of inland areas, with the aim of building a common vision for these areas, through the enhancement of the natural heritage and cultural with the idea of also pursuing a balancing of pressures on coastal areas (a 'containment' in certain areas).

In this context, this Action Plan outlines the necessary actions for the application of the Cross-border Strategy for the inland areas involved in MADE IN-LAND. Action Plan indicates how to achieve its objectives in the medium-long term and defines the types of project in the different pilot areas for the short term.

2. The objectives and the Pilot Actions of the project

2.1 The objectives in the medium to long-term

The innovative types of pilot projects developed by MADE IN-LAND, such as the “Territorial Brand”, the “Virtual Ecomuseum” and the “O.S.I.C. One Stop Information Centre”, represent concrete and immediate ways to enhance the heritage of the inland areas, also binding to long-term objectives that can contribute the sustainable development of the territories, the safeguarding of existing resources, the improvement of accessibility, the revitalization of local communities and their economies, the expansion of tourist seasonality.

a) Contribution to the transition towards sustainability of territories - Application of technological innovations for the enhancement of natural and cultural resources; support for local economic activities linked to tourist use.

All types of Pilot Projects are closely linked to technological innovation (ICT application, multimedia, virtual connections, apps,) and may also have repercussions on **local innovation**. They can drive the communities and territories concerned towards a truly sustainable system, both from an environmental, economic and social point of view; further experiments may contribute to sustainable actions for communities, economies and the territory, thus contributing to substantiate some of the Sustainable Development Goals of the United Nations 2030 Agenda.

- From the point of view of **environmental sustainability**, there is no doubt that the characteristics of the internal areas are strengthened by the implementation of innovative Pilot Projects, because these consider the enhancement of natural and cultural assets as if they were

'elements of the landscape heritage', strictly connected to the internal areas. In addition, the practices of approach, knowledge and use, implemented through the functionality of the three types of projects, can be included among actions with a low environmental impact on the territory.

- From the point of view of economic sustainability, the development of reception services, support for visits, typical local experiences and quality tourist enjoyment, generated by the implementation of the Pilot Projects, will be the sectors in which new local economies will be generated, able to strengthen the territories also from a production point of view, however, considering this type of action as an evolution of those family economies of quality and typicality, which over time have been set aside in favor of more attractive and profitable activities.
- From the point of view of **social sustainability**, a strong social stability of the internal areas is fundamental for the success of the Pilot Projects, 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, earthquakes in some areas, can be overturned and developed in a new way in favor of local communities, bringing to value the intangible (and material) heritage on which they have been based over time.

b) The enhancement of "Landscape systems" - Integration of slow mobility paths with places and activities related to places and activities related to knowledge, well-being, food and wine, spirituality; Promotion of places of cultural and naturalistic interest not present as attractions among the main tourist destinations.

All the territorial systems involved, likewise in Italy and Croatia, are composed of natural and historical-cultural capitals of high value, which over time have been stratified thanks to environmental and anthropic actions that in their interaction have generated extraordinary landscapes, today widely recognizable and identifiable both by local populations and by external users.

The MADE IN-LAND Project hopes for a **renewed vision of this heritage**, moving from individual assets to the landscape system in which they are placed, with a look that goes beyond the nostalgic search for their lost characteristics or the univocal exaltation of their identity: the Pilot Projects, investigating the relationships that can be created in the contemporary world between these two types of goods, will highlight a new interaction between the resources of nature and culture and their contexts.

The **enhancement of landscape systems** will generate new destinations of interest that will certainly lead to the spread of new attractions in inland areas and the birth of "new local development paths" that will be linked to a strengthening of inland territories.

Now even the policies for places will be able to begin to integrate protection and enhancement actions, no longer referring only to the asset in question (element of the rich local historical-cultural heritage) but also to the context in which it is located and its ability to regenerate. in entirely new ways.

c) The development of a new system of mobility, accessibility and connections - Enhancement of the degree of virtual accessibility to cultural heritage (tangible and intangible)

The Pilot Projects of MADE IN-LAND will be able to constitute an experimentation for future management actions in terms of accessibility to internal areas: the systems of mobility, accessibility and connections at the basis of the functioning of the three types of projects will widespread infrastructure of the territories, **encouraging territorial, urban and tourist planning and programming** of the regions and states in which they are located.

Depending on the type of projects and the location in the five areas involved, these Pilot Actions are able to generate different experiential actions in fields of application relating to mobility, accessibility, connection, with diversified forms and intensities.

- The construction of the One Stop Information Center (Marche Region pilot area) represents a real **'hub between fast and slow mobility'**, a hinge between the fast-flowing infrastructure of the State Road n.77 Val di Chienti, which connects the Adriatic coast and the Umbria Region, and the minor distances that branch out towards the inland areas. The hub, a gateway to informed access to the use of internal areas, implies that the transition between fast and slow mobility also takes place with a change of system, and opens up new ways of traveling and enjoying the places through soft mobility systems: use of bicycles, use of electric shuttles, use of on-call transport, movement to other minor nodes from which to continue for the chosen destinations by bike, on horseback, on foot.
- The virtual Ecomuseum (Molise Region pilot area / Emilia Romagna Region pilot area) is a **'hub between virtual and physical accessibility'**, home to a virtual interaction between the knowledge of goods and places and an opportunity for direct use of the contexts locals. The contexts of Molise, involved in the virtual narration of the De Capua dynasty, and the contexts of the internal protected areas of Emilia Romagna, of which San Leo can be considered the gateway, constitute real museums of the territories, which through the realization of the Virtual Ecomuseum enhance the dialogue between the landscapes and the visitor, and can prepare for

the direct and multiform use of the places presented. Thus 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 use.

- The creation of a Territorial Brand for the specificities of the territories (pilot area of the Istria County / pilot area of the Zadar County) can be seen as a '**connection point between tangible and intangible assets**' from different points of view: for example the link between a 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 places and its different areas, wants to be made recognizable through a territorial brand, which strengthens the identity of the territories linked to the system of local excellence, and develops a management system and innovative territorial promotion.

The **objective of improving accessibility to inland areas** also emerges by enhancing links and synergies with coastal areas. In fact, the Pilot Action of the "virtual Ecomuseum" improves the virtual accessibility of inland areas by providing to local tourists, but also to many of the coastal areas, the possibility of digitally learning about natural and cultural assets; the "One Stop Information Center" intercepts tourist flows to and from the coast, directs them to inland areas in an organized manner and connects them to the usability of goods and services in the context of natural and cultural heritage; the action of the "Territorial Brand" recognizes and aggregates the tangible and intangible heritage in a qualified and recognizable tourist offer in synergy with the coastal areas.

d) The development of tourism through public-private partnerships – Strengthening the identity value of natural and cultural assets through the involvement of local actors (public and private) in the pilot actions

The innovative typology of the Pilot Projects will produce innovations in institutional and non-institutional relationships, giving rise to **new ways of aggregating the different parts** involved in the management of the three different pilot actions. The involvement of territorial bodies, which are responsible for the choices of transformation of the territory, and the collaboration of entrepreneurs and local populations, should become a usual way to achieve some objectives, also formally foreseeing their tasks within a possible partnership.

Forms of cooperation between public authorities and private entities may be envisaged to 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 that of public-private partnerships that manage the goods produced and/or set up by the INTERREG project and plan the operation following this realization.

This long-term goal will have a new approach to governance, through the involvement of interested companies and civil society, a trend that will, however, have to consider 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 the fear that the public part expresses with respect to the forms of coordination, the effectiveness of the actions and the responsibility that may derive from it has not yet been fully resolved.

Forms of collaboration will be chosen that can ensure a 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.

2.2 Short-terms goals

The main themes of the MADE IN-LAND cross-border strategy concern the realization of two short-term objectives, developed and applied in the pilot projects of this Action Plan, which aim at the **"Enhancement of the system of integration of natural and historical-cultural resources and related context"** and to the **"Development of new forms of use of goods with respect to the context"**.

Each of the territories participating in the project is strongly characterized by excellence in natural and cultural heritage, integrated differently in a context that assumes very evident characteristics of singularity and specificity: the fundamental step is to recognize the resources that characterize the territory and enhance it through the integration that these establish with the context. This vision may also generate the need to rethink the context of these assets and **determine integrated projects and policies**, including: the arrangement of natural landscapes, the improvement of accessibility, the qualification of rurality and the reduction of the abandonment of internal areas.

The objective of keeping the individual assets together with the place in which they are located makes it clear that their use is currently mainly linked to the level of accessibility (both physical and virtual) of the asset itself: it will be necessary **to develop new forms** of use, of use and enjoyment of natural and cultural heritages and their context, which know how to intrigue and attract visitors by offering **direct (physical) and innovative (virtual) experiences**, in form, content, methods. Furthermore, also the offer of adequate accessibility for use by people with disabilities.

2.3 The Pilot Actions

The Action Plan defines the types of projects in the 5 different pilot areas for the short term. As reported in paragraph 2.2 (short-term objective), MADE IN-LAND works on three types of Pilot Actions:

- **“Territorial Brand”** Pilot Action: recognition of the local excellence system to develop and implement an innovative territorial management and promotion system;
- **“Virtual Ecomuseum”** Pilot Action : discovery of the natural and historical-cultural specificities of the area and to improve the virtual accessibility of the internal areas and their heritage;
- **“One Stop Information Center”** Pilot Action: preparation and structuring of a hinge point between fast and slow mobility and an informed access door to the use of internal areas.

Each of these projects has been identified in specific Work Plans referring to the five Pilot Areas, in order to be implemented in the specific territory, in which each responsible Partner has articulated the activities to be carried out, the main actors to be involved, the tasks and roles to be assumed, the financial resources necessary to evaluate its effectiveness.

TYPE OF PROJECT	PILOT ACTION 1 – O.S.I.C. – One Stop Information Centre
TITLE	One Stop Information Centre
PARTNERS	Marche Region
LOCATION	Muccia (Marche Region, Italy)
DESCRIPTION	<p>The O.S.I.C. is an innovative information and tourist center in which, through the use of IT and technological supports, it will be possible to access, in physical and digital mode, the natural and cultural heritage of the Pilot Area, the services and products supplied on the territory and linked to the heritage itself.</p> <p>The tourist who visits the OSIC will receive information to visit the natural and cultural heritage of the pilot area; reach places of production and consumption of typical local products; practicing activities related to physical and spiritual well-being, in landscape contexts representative of the natural and historical value of the hinterland.</p> <p>The visit will be organized in "slow mode". The user will explore the area along a network of itineraries that can be traveled with diversified means of transport (car, bicycle, e-bike, horse, pedestrian, canoe, mountain bike).</p> <p>The slow route network will be proposed as a system on which to develop a new way to visit and move around the pilot area, an alternative to the vehicular one. The enhancement of the slow network will be useful not only to allow for "soft mobility", but above all to encourage integration between individual assets, services, products and the context to which they belong.</p> <p>The routes indicated by the O.S.I.C. will be built to reveal the close relationship between nature and local culture, and to allow the traveler to enjoy the tourist offer in an integrated form. A network of slow paths will connect the contexts of natural and cultural heritage to local structures that provide services aimed at the sustainable enhancement of landscape resources, both tangible and intangible (for example, hospitality, food and wine, sports activities, educational initiatives and free time).</p> <p>The tour will be concretely constructed and articulated through the use of interactive touch screens and a mobile app for smartphones starting from the tourist's preferences.</p>
OBJECTIVES	<ul style="list-style-type: none"> • Enhance the natural and cultural heritage from a tourist point of view, including places that are little known or abandoned, and assets damaged by the earthquake; • Promote a slow way of enjoying the landscape, based on a system of slow routes that connect goods, products and services of the pilot area, revealing the identity of the places to the tourist; • Integrate the use of local goods, products and services (nature, culture, food and

	<p>wine, hospitality, sports, spirituality);</p> <ul style="list-style-type: none"> • Develop ICT technologies for the promotion and integrated management of local goods, products and services; • Promote the active role of local populations in the sustainable enhancement of the natural and cultural heritage, both material and intangible;
BUDGET	€ 130.000,00



*IMAGE: The old mill "da Varano" in Muccia, Marche Region (1502 A.D.).
The mill is currently without use. It was recently restored after the damage suffered by the 2016 earthquake. It will become the headquarters of the OSIC, a digital tourist information center
Source: photo by Paolo Santarelli*

TYPE OF PROJECT	PILOT ACTION 2 – Virtual Ecomuseum
TITLE	Terr@ di passo, A Virtual Eco-museum for the area of Fortore
PARTNERS	Municipality of Riccia, Molise verso il 2000
LOCATION	Riccia (Molise Region, Italy)
DESCRIPTION	<p>The virtual ecomuseum called Terr @ di passo in the "Corti dei de Capua" will have its main headquarters in an exhibit web room located in the Tower of the village of Riccia, but it will represent the wide natural and cultural heritage of the Fortore and Matese.</p> <p>The pilot action will be organized through multiple and innovative forms of communication of history, nature and local culture, through a constant link between virtual reality and the places object of the exhibition.</p> <p>At the basis of the pilot action, a detailed digital platform will be organized, with a GIS / database system, which will allow the recognition of the physical and intangible data of the vast landscape heritage of the territory.</p> <p>The activity of the ecomuseum will be supported by a communication and promotion activity, both through digital channels and on the territory, which will allow to promote the pilot action and enrich it with constantly updated and renewed content.</p>
OBJECTIVES	<ul style="list-style-type: none"> • Structuring a high degree of digitization of the territory, with particular attention to the sixteenth-century cultural landscape, expression of the socio-economic organization of the De Capua family, to the network of ancient and current river and road routes, and other data that express the history of the local landscape; • Achieve knowledge of the Ecomuseum also at an international level, through social networks and other dedicated platforms; • Involve local communities in the recognition of the values and representative goods of the territory • Intercept the target of youth and school tourism
BUDGET	€ 123.700,00



The tower and the fortress of Riccia
Source: photo by Paolo Santarelli

TYPE OF PROJECT	PILOT ACTION 3 – Virtual Ecomuseum
TITLE	San Leo Virtual Ecomuseum
PARTNERS	Municipality of San Leo, Park Authority Emilia Romagna
LOCATION	San Leo (Emilia Romagna Region, Italy)
DESCRIPTION	<p>The visitor who completes the EV visit route will meet some characters. These will be historical characters representative of the history, culture and environment of the territory of the pilot action. The characters can also present the current San Leo, the surrounding area, its specialties, its artisans and its attractions, where and how to discover or taste or stay.</p> <p>Special attention, the EV must devote to the youth and school target, because specific proposals for visits and interaction with the territory are waiting for us, also in terms of gamification.</p>
OBJECTIVES	<ul style="list-style-type: none"> • To merge in the message to be communicated to the tourist, present or potential, nature, history, culture and the contents expressed by the community of San Leo • To stimulate the visitors of San Leo to explore the surrounding region, discovering its attractions for themselves. • Be a link between physical and virtual use of the territory • Make the community participate not only in the communication action but also in the formulation of its contents. • Increase in visitors, especially youth and school tourism
BUDGET	€ 120.000,00



San Leo Rock and Castle

Source: Toni Pecoraro - <https://commons.wikimedia.org/w/index.php?curid=7608639>

TYPE OF PROJECT	PILOT ACTION 4 – Territorial Brand
TITLE	Sense route of Istria heritage
PARTNERS	AZRRI - Agency for rural development of Istria Ltd. Pazin
LOCATION	Istria County, Croatia
DESCRIPTION	<p>The main purpose of the pilot action is to increase the potential of the hinterland, a rural area of the Istria County , using rich natural and cultural resources, combining them with attractions, activities, events and specific products, in a path made up of thematic itineraries.</p> <p>The hinterland will be able to increase the degree of tourist attraction through renewed interpretations and presentation methods, revealing in an authentic way the true values, stories and products of real life.</p> <p>The tourist route will be conceived as a set of thematic itineraries and will connect natural and cultural assets, will involve tourism, trade and hospitality operators, will host demonstrations, events, tastings and special offers. The project will present the rural treasure of the Istria County in a sustainable way.</p> <p>"Sense route of Istria heritage" will be enriched and the inland area of the Istrian County will form the basis for the creation of future similar and connected routes and routes, will attract visitors / tourists to rural areas and help to reduce pressure on the coast.</p> <p>The path will be developed through a smart card system that will allow organized access to places, goods and services</p>
OBJECTIVES	<ul style="list-style-type: none"> • increase the attractiveness of the internal territory of the Istria County by enhancing the natural and cultural heritage as a resource • Diversifying the tourist offer of the hinterland and creating a sustainable offer consisting of different experiences, services and products, also linked to local places and communities; • connect different types of itineraries in order to attract visitors / tourists and offer them a unitary and connected experience of the territory; • possibility of giving added value to the territory and potential benefits for other subjects who carry out related activities in the territory; • create job opportunities deriving from the development of forms of sustainable tourism; • interact with visitors / tourists through innovative and creative ways, both online and offline.
BUDGET	€ 133.500,00



IMAGE: Complex of Gortanov Brijeg (Gortan's hill) near Pazin in Istria Region, where AZRRI's Educational Gastronomy Center of Istria is situated.

Part of the complex has been renovated in 2013 and the Center has been established within the agency, with the purpose of revitalization and presentation of high-quality typical products of the Istrian peninsula.

In 1177 was first mentioned the monastery of St. Michael on this hill, numerous owners were changed over the centuries and the last one was Camus, who owned it until 1945.

The complex is one of the points on the route "Sense route of Istria heritage".

TYPE OF PROJECT	PILOT ACTION 5 – Territorial Brand
TITLE	The Quest for the 5th element
PARTNERS	Zadar County Development Agency ZADRA NOVA
LOCATION	Zadar County, Croatia
DESCRIPTION	<p>The territorial brand concept "The Quest for the 5th Element" is designed with the aim of giving visitors the opportunity to independently organize a thematic excursion, using web application and QR code system in collaboration with local tourist agencies.</p> <p>Visitors can select one or more elements among Fire, Water, Earth or Air, and according to its selection, practice a thematic excursion through which to explore natural and cultural heritage interpreted through natural elements. At the end of the exploration, the "5th element" will be revealed, which is the beauty and wealth of the Zadar.</p> <p>In this way, Web application and QR code system will be used to connect local tourist and accommodation offers, cultural and natural heritage, and tourists looking for new experiences. Physical cards will also be included, but only as a symbolic accreditation of the person involved in the Pilot implementation.</p> <p>In addition to this promotional purpose, this system will also be used as an innovative inland management system that collects multiple information on tourist motivations and interests and provides key information aimed at improving tourism management and strategic planning.</p>
OBJECTIVES	<ul style="list-style-type: none"> • Develop and implement an innovative land management system as a tool for improving strategic planning and sustainable use of natural and cultural heritage in rural areas of the county of Zadar. • Promote tourism experiences organized with a high level of autonomy from visitors in order to build a unique and highly personalized tourist experience; • To improve the degree of communication and connection between suppliers of coastal and inland tourism services / products; • Facilitating the intersection between tourist demand and the many proposals offered in the county of Zadar; • Promote the consumption of traditional products of local origin • Promote the cultural and natural heritage of the coast and the hinterland
BUDGET	€ 121.000,00



Image is only symbolic, it represents visitors discovering the cultural and natural assets and other services in the inland area.

2.4 Objectives / Actions Matrix

Starting from the medium and long-term objectives, as defined in the paragraph 2b, that the Cross-border Strategy aims to realize with the implementation of the project, this Action Plan proposes a matrix of objectives / actions to better outline how the innovative types of pilot projects developed by MADE IN-LAND (the Territorial Brand, the virtual Ecomuseum and the One Stop Information Center) implement, in the territories concerned, actions strictly connected to the achievement of the objectives:

- a) The contribution to the transition towards the sustainability of the territories:
 - a.1) application of technological innovations for the enhancement of natural and cultural resources;
 - a.2) support for local economic activities linked to tourist use;
- b) The enhancement of the "Landscape systems":
 - b.1) Integration of slow mobility paths with places and activities related to places and activities related to knowledge, well-being, food and wine, spirituality;
 - b.2) Promotion of places of cultural and naturalistic interest not present as attractions among the main tourist destinations;
- c) The development of a new system of mobility, accessibility and connections: enhancement of the degree of virtual accessibility to cultural heritage (tangible and intangible);
- d) The development of tourism through public-private partnerships: strengthening the identity value of natural and cultural assets through the involvement of local actors (public and private) in the pilot actions.

OBJECTIVES / ACTIONS	O.S.I.C. MARCHE REGION (ITA) One Stop Information Center	VIRTUAL ECOMUSEUM MOLISE REGION (ITA) Terr@ di passo in the “Corti dei de Capua”	VIRTUAL ECOMUSEUM EMILIA ROMAGNA REGION (ITA) San Leo Virtual Ecomuseum	TERRITORIAL BRAND ISTRIA COUNTY (CRO) “Sense route of Istria Heritage”	TERRITORIAL BRAND ZADAR COUNTY (CRO) The Quest for the 5th Element
Application of technological innovations for the enhancement of natural and cultural resources	Development of a content management system for the integrated management of data relating to natural and cultural assets, services and products of the territory	Creation of a “exhibit web room” in which the visitor can access to the contents, through a series of digital "meetings", before, during and after the visit.	Development of the Virtual Museum project, in which the visitor will be able to virtually dialogue with the most important historical figures who interacted with San Leo, who will illustrate the territory of San Leo and its context within a historical perspective;	Definition and implementation of the Smart card system	Smart Card System - a web application and QR code system for collecting information on tourist preferences
Integration of slow mobility paths with sites and activities related to the knowledge, well-being, food and wine, and spirituality	Development of an interactive virtual map for the personalized construction of a visit path that connects places of nature, culture, hospitality, food and wine, free time, spirituality.	Development of an interactive digital platform, in which the map of the natural and cultural heritage linked to the historical landscape of the De Capua family, the sixteenth-century cultural landscape and the river maps will be returned.	Visitors of the Virtual Ecomuseum, will be encouraged to explore the area, through an interaction with the Museum Characters, also related to their cultural interests of wellbeing and discovery of nature	Presentation of the tourism product created “Sense route of Istria heritage” to tourism operators, local and regional authorities and other relevant actors in order to obtain their support for future operations.	Development of a tourist offer defined in terms / themes of gastronomy, cultural heritage, outdoor / active holiday and integration of the existing cultural path
Enhancement of the degree of virtual accessibility to cultural heritage (tangible and intangible)	Development of a smartphone app, for the knowledge of the natural and cultural heritage in its material and intangible characteristics. The app will be linked to the main websites for regional tourism promotion.	Development of a software / hardware system consisting of an online database of information for intuitive navigation of natural and cultural assets, connected to the database through physical and georeferenced indicators, within a virtual and augmented reality system. Creation of an interactive app in augmented reality with historical characters who interact with the user. Development of promotional activities for the Virtual Ecomuseum	Development of the Ecomuseum website, which will mainly have a primary information function and promotion of the visit to the Ecomuseum itself;	Definition of communication activities (web or mobile app) for the dissemination of information on the new tourism product created.	Web application providing information on food, original product, souvenir, heritage, etc.

		through social network platforms and additional digital tools also at an international level.			
Promotion of sites of cultural and naturalistic interest not considered as attractions among the main tourist destinations	Restoration and re-functionalization of an old water mill, currently unused, as a digital information center		Promotion of natural areas currently not a destination for tourism (eg Natura 2000 Sites surrounding San Leo and distributed in all assets, as well as less known protected natural areas), the promotion of the under-exploited cultural potential present in the assets (eg. historians of the Montefeltro, Valconca, Valmarecchia and Appennino areas) and the promotion of commercial / food and wine / artistic activities of the local communities, also in need of greater promotion.	Creation of the branding strategy to define the main elements and activities related to the communication and promotion campaign of the Pilot Action.	Cultural and natural assets as well as services and products (gastronomy, souvenirs, etc) will be interpreted by the thematic concept "Quest of the fifth element". This includes interpretation of such assets according to four symbols – earth, air, water and fire. The fifth element is reached through a positive new touristic experience.
Support for local economic activities linked to tourist use	Construction of a network of slow routes for the integrated use of natural and cultural heritage and other services and structures connected to the valorization of local resources	Mapping of "ecological" places: drinking water fountains, charging stations for electric vehicles, shops of the Terr @ di Passo Hospitality Network	There are several types to support local activities: 1) Annual increase of visitors to the castle and therefore to the city of San Leo; 2) Time that people will dedicate to visit the EV, will make people stay longer in San Leo; 3) The Castle will become an Hub with an economic impact on the surrounding area.	Creation of a network of stakeholders, SMEs and private operators, who offer their products / services / experiences within the "Sense route of Istria heritage" and activation of collaborative relationships with them	Drafting and design of the Brand and the marketing plan with the definition of visual identity, communication elements and market approach
Strengthen the identity value of natural and cultural assets through the involvement of local actors (public and private) in the pilot actions	Promotion of the OSIC offer to local, public and private entities, which provide services related to the sustainable enhancement of natural and cultural heritage, both tangible and intangible	Realization of the storytelling of the territory, through a digital community map of the assets and values recognized by citizens, through interviews, questionnaires, mediated meetings with rural communities, involvement of associations, proloco and active and proactive circles in the reference context.	The contents of the EV will be discussed with local SH's in the short run; while in the medium-long run , they will be decided by the Local Community.	Participation and collaboration with local development actors also in the future.	Creation of workshops with the main local stakeholders to share the key characteristics of the brand and the marketing plan drawn up.

3. The transnational actions

3.1 The Permanent Cross-Border Observatory

The processes of territorial transformation, such as the one that is affecting the Italian and Croatian inland areas, take shape over a long period. For their understanding, it is necessary a multidisciplinary vision in a key historical and diachronic, capable of knowing the modalities and meanings of territorial and socio-economic transformations. This "look" must be more enlarged if one has the ambition to know the transformations of places also from the point of view of the components of the landscape. Understanding the transformations of local landscapes requires a deep and prolonged observation of them over time, by virtue of the "fertile ambiguity of the landscape" (Gambino, 1994, *Ambiguity fertile in the landscape*), capable of bringing together "things and their image" (Farinelli, 1981, *Landscape: image and reality*). The study of local landscapes requires attention both to the physical, objective, scientific component of the territory and the environment; and to the subjective one of places, which derives from the different perceptions and interpretations that "users" can give to individual landscapes and places.

In this sense, the European Landscape Convention has already underlined how, in order to understand territorial transformation processes, it is necessary to accept the subjective point of view of local populations. The introduction of the Landscape Observatories, which have formed in large numbers following the issuance of the Convention itself, have brought back to the centre the role of local actors in the actions of government, control and monitoring of the transformation processes of local landscapes.

Even the development of the internal areas, whose identity is expressed precisely by the deep relationships of historical belonging between the local landscapes and the communities that inhabit them, is part of those complex processes of territorial transformation, which need to be observed over the long term and with the contribution of local actors.

The Permanent Cross-border Observatory of the MADE IN-LAND project moves from these basic convictions. However, it stands out from the observatories in that it focuses on the results of a project to enhance the local landscapes of inland areas.

Features of the PCO "Permanent Crossborder Observatory"

The Observatory will be configured as a network among those members who actively participated in the MADE IN-LAND project.

It will feature the cooperation and networking between PCO members.

National SHs must be available to support any revisions of other Cross-border Strategies aimed at enhancing the natural and cultural heritage.

It will have to guarantee assistance to the project SHs involved.

Establishment and Duration of the "Permanent Crossborder Observatory" (PCO)

The Observatory was set up during the final project conference through the signing of a Memorandum of Understanding. The duration of the Observatory will be defined at the signing of the Memorandum of Understanding, and will engage the Partners and Stakeholders involved in long-term network cooperation within the PCO itself.

PCO objectives

The main objective of the Permanent Cross-Border Observatory is the capitalization of the CB Strategy and the related Action Plan in national and regional policies and planning tools.

The CB Strategy has identified two main strategic objectives:

- ✓ *Valorisation of the natural and cultural system: interaction with the context;*
- ✓ *Development of new way of use of the assets*

The fields of dissemination of MADE IN-LAND results are therefore identifiable in:

- ✓ Valorisation of the natural and cultural heritage
- ✓ Sustainable and slow tourism in an integrated perspective
- ✓ New technologies applied to the enhancement of local resources at tourist level

In order to identify a realistically achievable objective, by the Observatory, for the capitalization of the CB Strategy and the Action Plan at national and local level, it is also necessary to include other types of government activities in charge to the national and regional bodies, or actions, initiatives and projects.

In many cases, the inclusion of innovative projects within policies and planning tools is difficult also due to temporal causes and regulatory procedures. Instead, the positive experience of a single project, such as MADE IN-LAND could be, can fertilize often other new projects more quickly and easily. So, indirectly in the long term, they can orient new strategic visions aimed at innovating policies and regional and local planning tools.

Furthermore, in the five pilot areas, the national and regional planning tools and policies are different from each other. Therefore, each project partner must know how to define the most appropriate channels to convey the MADE IN-LAND experience within their own national and regional context.

This possibility is confirmed by the fact that the areas of impact of the MADE IN-LAND project (culture, nature, tourism), are transversal to multiple sectors of local planning and therefore lend themselves to a logic of integration between different tools and projects.

PCO specific actions

To achieve the above objective, the Observatory will have to plan and implement a series of specific actions, aimed at ensuring the survival and evolution of the project outputs even in the long term, which could be listed as follows:

- Monitoring of pilot actions and results achieved;
- Assistance to stakeholders regarding the methods and opportunities for enhancing the natural and cultural heritage in inland areas;
- Communication of the MADE IN-LAND model, projects and results also in other territories, using both evaluation and training tools and roadshows;
- Research and identification of new potential projects for the evolution of the results achieved by MADE IN-LAND;
- Identification of strategic investments for the enhancement of natural and cultural heritage in inland areas, connected to long-term support for Pilot Actions or related projects;
- Identification of funding for the implementation of the CB Strategy and the Action Plan in integrated forms with other projects funded by the regional authorities and aimed at the enhancement and conservation of the natural / cultural heritage, tourism and territorial development.

The diversity of these objectives requires a diversification of the subjects involved in the Observatory, with specific institutional roles and competences. Each one could take care of ensuring the achievement of a specific objective or of more similar objectives by type.

PCO members and related tasks

In light of the path started, a first list of the members of the Observatory could be outlined as follows, also depending on the indications in the Application Form

- Project Partners;
- Local and regional Key stakeholders, selected by project Partners:

Key stakeholders will include representatives of:

- ✓ *Regional and Municipality Authorities*
- ✓ *Cultural and Natural heritage management Authorities*
- ✓ *University of Camerino – IT;*
- ✓ *Representation of private key stakeholders;*
- National SH:
 - ✓ *Italian Cultural Institute in Zagreb – I/HR – Embassy of Italy in Croatia IT-HR;*
 - ✓ *Technical Committee for the SNAI National Strategy of Inland Areas-IT;*
 - ✓ *MIBACT - Ministry of Cultural Heritage and Activities and Tourism-IT*
 - ✓ *CNR-National Research Council - IT*
 - ✓ *Institute for Tourism- HR;*
 - ✓ *University of Zagreb – HR;*

Project Partners and local Key Stakeholders will mainly have the task of monitoring the evolution of MADE IN-LAND results and projects in the area. In addition, they will be able to provide support to new projects capable of continuing and evolving the MADE IN-LAND experience.

In choosing of key SH, the Partners will be able to select the SHs that have proven to be more active and interested in the project actions, or those that they consider most capable of participating in the Observatory, intended as a network and cooperation body between members of the Interreg project.

The National SHs will mainly have the task of identifying areas of export and replication of the MADE IN-LAND project at national level, both by identifying synergies with other ongoing EU programs, with particular attention to programs for integrated tourism, and by identifying possible applications in other areas of intervention, with particular attention to internal areas.

The objectives assigned to each Partner could be defined according to the following matrix:

	Monitoring of pilot actions and results achieved	Assistance on territory to enhancing the natural and cultural heritage	Communication of the MADE IN-LAND in other territories	Search for national ad UE project	Search for national ad EU strategic investments	Integration with other integrated lines and regional financing projects
PPs	X	X		X		X
Key SH		X	X			X
National SH			X	X	X	

Documents for PCO institution

The main and founding document of the Observatory will be the Memorandum of Understanding, which will be configured as a Memorandum of Understanding between the members of the Observatory.

The document will be based on the principles shared within the CB Strategy for internal areas.

The signing of the Memorandum of Understanding by the signatories will formalize the successful establishment of the Observatory.

The document will be reviewed and validated by the Scientific Committee and finalized during the technical conference.

The following will be stated in the Memorandum of Understanding:

- organizational structure scheme of the Observatory (PCO organization chart);
- main objectives of the PCO;
- roles and tasks of PCO members;
- operating modes of the PCO;
- duration of the PCO;

In addition, the Memorandum of Understanding will contain:

- a **Protocol for the management of the "knowledge"** acquired during the project, at cross-border level, which will be based on the use of the "evaluation system (act. 4.2)", developed on the basis of the evaluation of the final project outcomes and reviewed by the Scientific Committee.

- **A network's road map**, defined by the Lead Partner, which will identify and propose new potential network projects, with related funding, useful for guaranteeing long-term assistance to local Stakeholders already involved, mainly aimed at enhancing the natural and cultural heritage of inland areas. This network's road map will have to try to align any funds of a European nature with the planning of regional and national investments.

3.2 The training activities

One of the most important activities for the capitalization of the MADE IN-LAND project are the Training activities, for which this Action Plan presents the objectives, contents, structure, delegating its organization and implementation to the subsequent WP5.

The implementation of the Pilot Actions in the inland areas of Italy and Croatia constitutes both the point of arrival of an international project for the enhancement and management of inland areas and the starting point for numerous other actions. This action, on the one hand, can promote a social and economic development for the communities involved; on the other side can be a stimulus to implement the results in the management policies of the territories in which they are located.

Therefore, the dissemination of knowledge and experiences that during the different phases of MADE IN-LAND led to the identification of a Cross-border Strategy, to the definition of an Action Plan and to the implementation of Pilot Actions in the different types of projects, constitute a cultural background on the which to structure multidisciplinary and diversified training actions.

Character and content of the Training activities

It is essential to extract from the path of the MADE IN-LAND project some 'key themes' that may be the basis of the training activities, common to the characteristics of Italy and Croatia, although they can be declined differently depending on the type of the 3 project actions and the 5 areas of realization.

The main theme of the MADE IN-LAND project is represented by the 'Landscape', understood as the result of the interaction between nature and culture, and between the assets and their belonging context: all the pilot areas, through this common interpretation of the landscape, have set a strategic vision for its pilot projects.

Furthermore, with a view to the revitalization of internal areas, all the projects proposed have aimed at the 'innovative enhancement' of the system of integration between natural and historical-cultural resources and their relative context and at the development of 'new forms of use' of the assets with respect to the context.

In light of all the above, some of the following training contents may be developed by different disciplinary points of view:

- Landscape and its cultural evolution
- Natural and cultural features of inland areas
- Interaction between local communities and landscape contexts
- Cultural enhancement projects and policies
- Tourism development projects and policies
- Project actions for new forms of use of goods with respect to the context
- The 3 types of Made IN-LAND Pilot Action Plans

Training activities goals and target

The aim of the training activities will be to contribute to the preparation of the professionals directly involved in the projects of the 5 Pilot Areas: the private individuals directly or indirectly connected to these, the public administrators of the territories where the projects were carried out, so that each one can have all the knowledge to support the functioning of the Pilot actions and draw the relative benefits in terms of economic development, cultural enrichment, replicability of the positive actions generated.

The training of the **subjects directly involved in the management of the Pilot Actions**, such as the 'Territorial Brand', the 'Virtual Ecomuseum' and the 'One Stop Information Center', will be essential to ensure consistency between the assumptions of the Interreg project and their realization and operation.

It will be a close collaboration between the technical experts of MADE IN-LAND, the assignees of the management of the pilot Actions, the assignees of the related Communication Plans. Everyone will be able to develop a transfer of knowledge to manager of the Pilot Actions, with the common purpose of putting them in a condition to implement practically and theoretically the assumptions of each pilot action.

The relationship that the achievements of the Pilot Actions establish with the local communities may determine the different level of the results of the same: **the private subjects, as Associations, Organized Groups, Companies, Agencies**, could constitute nodes of the network that each Pilot Action

will be able to establish with the reference territory. On the one hand they can implement the offer that it will bring to its users; on the other they can be a return for those who will be part of it.

The training will require the collaboration between the technical experts of MADE IN-LAND, the assignees of the management of the pilot Actions, the assignees of the related Communication Plans, so that the transfer of knowledge to potential participants in the network can guide them to correct collaboration and " obtaining an adequate return in terms of image, advertising and economies.

The training of **political decision-makers, as administrators of local territorial bodies**, will be aimed at an update that can guide and support them in the intervention proposals on policies and plans referring to their level of government that affect Internal Areas, Culture, Tourism.

The analysis, study, verification of good design practices on the aforementioned themes, including the various MADE IN-LAND Pilot Actions, can constitute a possible experimentation bench on which to build a multidisciplinary training path to be proposed.

Structure and Articulation of the Training activities

Training is articulated by the Interreg project in diversified activities and forms:

- training and crash courses at regional level (territory affected by each Pilot Action)
- roadshows at interregional level (territories and contexts adjacent to each Pilot action)
- international final conference (Italy and Croatia)

Each MADE IN-LAND Partner is involved, with the supervision of the University of Zadar, according to the different skills and roles, developing the training programs and collaborating in the organization of courses, roadshows and the final technical event. This articulation may favour a strategic support from the main national authorities, to reaching the main target groups of other Programs, in which they are involved and to lead to an expansion of the cross-border network in support of the various Pilot Actions and their implementation.

The training and crash courses will focus on the knowledge of the Cross-border Strategy and the Action Plan and its relationship with the ongoing regional policies, on the techniques and methods for the enhancement of the natural and cultural heritage, and on the way of use to the implementation and management of the three different types of Pilot Actions.

The roadshows will allow to practice an operative modality of training, which will compare the experience of the different Pilot Actions of MADE IN-LAND, with experiences of different territorial

realities and / or different regional or national strategies. The nature of the activity will allow to explore new partnerships for Pilot Actions and to share and compare the respective management initiatives.

Finally, **the international conference** will be an active listening to the results of the entire Interreg project and will also be useful for the forecast of activities following the closure of MADE IN-LAND, such as the establishment of the Permanent Cross-border Observatory. Among the activities of the Observatory there will also be that of assisting, thanks to the knowledge and expertise acquired, the regional and national subjects interested in aligning their policies and plans with the MADE IN-LAND strategy.

3.3 The communication activities

The promotion strategy of the Pilot Actions will be established and set out in a Communication and Marketing Plan [PCM] which is fully described below.

The strategic approach to the plan will move to the concept of promoting the potential of inland areas, enhancing the cultural and environmental heritage as a driving force for the development of networked tourist services in the areas concerned, innovative and attractive.

The main objective is to implement tools and channels for the communication and promotion of pilot projects capable of encouraging the territorial development of the internal areas concerned, starting from a detailed analysis of the different target audiences, with a clear approach and of marketing aimed at positioning the pilot actions in the competitive context of the tourist and territorial offer.

The Plan is based on a sequence of steps, closely interconnected, which will allow to pursue and monitor the strategic objectives set out in the Cross-border Strategy and this Action Plan.

Below is a detail of the Marketing and Communication Plan which will be further implemented and completed in the assignments envisaged by the project, so as to be able to adequately implement the underlying communication strategy and give full prominence to the Pilot Actions.

AREA OF ACTIVITY	COMMUNICATION GOALS	GROUP - TARGET	ACTIVITIES	CHANNEL / INSTRUMENT
BRAND IDENTITY	<ul style="list-style-type: none"> • Creation of a coordinated Brand Identity for each territory / pilot action to disseminate an integrated communicative image to make known and have the necessary visibility towards the public (partners, etc.); • Definition of a communication and marketing campaign that must promote the distinctiveness of the territory for each pilot action, summarized in the new brand; • Diffusion of the specificities and contents of the territorial development strategy. 	<ul style="list-style-type: none"> • Tourists • Institutions and Local Authorities • Local community • Thematic Networks • National / international associations linked to the world of tourism 	<ul style="list-style-type: none"> • Definition of an adequate storytelling that is able to narrate a world, like that of the internal areas, so evocative and full of peculiarities out of the chorus; • The brand must derive from the real characteristics of UNIQUENESS and DISTINCTIVITY of a territory for the enhancement of the cultural and environmental heritage. • Graphic creation of a Brochure / Leaflet presenting the activities / functionalities / Services of the pilot actions; • Definition and implementation of a Marketing Tool-Kit for the dissemination of activities 	<ul style="list-style-type: none"> • Communication and Marketing Plan
WEB & DIGITAL CONTENT	<ul style="list-style-type: none"> • Promote quick and transparent access to information relating to the pilot actions; • Inform tourists and visitors on the state of implementation of the pilot actions and on the events organized in them; • Propose thematic insights and promote the territory and partners 	<ul style="list-style-type: none"> • Tourists • Local community • Local public and private stakeholders 	<ul style="list-style-type: none"> • Each interested territory will define a content plan to be included in the website; • The site will be updated and enriched with all the information relating to the territories and places concerned. This IT tool, therefore, will be useful not only for tourists but also for all the territorial subjects involved in the promotion of the territories; • Through the portal, collection and scheduling of information on events and events in the area, at the service of guests and accommodation facilities present. 	<ul style="list-style-type: none"> • Landing Page • Web page on regional / municipal portal • Dedicated web pages on the websites of the main private partners
SOCIAL MEDIA	<ul style="list-style-type: none"> • Develop Brand Awareness and make the pilot actions known to a wide public in a short time to enhance their activities and increase their visibility; • To stimulate the public to interact with the contents, making them become promoters in their circle of friends and acquaintances; • Acquire new contacts, names and therefore potential new tourists / visitors 	<ul style="list-style-type: none"> • Tourists • Local community • Local public and private stakeholders • Social community • Influencer 	<ul style="list-style-type: none"> • Pages will be developed on the main Social channels (FB / Twitter / Instagram) in order to maintain direct and constant contact with the community and with the stakeholders interested in the development and implementation of the pilot actions, making it possible to keep the level of participation high; • The posts will be accompanied by links that send to Landing Pages with content to download or engaging conversion mechanisms. 	<ul style="list-style-type: none"> • FB profile / • Twitter • Instagram • Youtube channel

<p>MASS MEDIA</p>	<ul style="list-style-type: none"> Promote quick and transparent access to information relating to the launch, management and development of pilot actions; Inform the beneficiaries on the status of implementation, on events, on how to move and on the services activated. 	<ul style="list-style-type: none"> Tourists Citizens 	<ul style="list-style-type: none"> Journalistic and media relations activities. Promotion and publicity initiatives will be developed to ensure the visibility of the interventions carried out and the results obtained. In particular, dedicated articles will be provided in specialized magazines and in the cultural / environmental / tourism / food and wine sector to promote their dissemination (for example Touring Club) Visit tour of foreign journalists for the creation of articles on the territories concerned 	<ul style="list-style-type: none"> Press office Press releases / articles in sector newspapers / magazines Sector press Press conferences
<p>TOURISM FAIRS</p>	<ul style="list-style-type: none"> Develop partnerships with national and foreign partners for co-marketing and co-branding actions 	<ul style="list-style-type: none"> Tourists Citizens Institutions Possible Sponsors 	<ul style="list-style-type: none"> Participate in the most important international trade fairs in the sector 	<ul style="list-style-type: none"> Tourism fairs

4. Indicators

4.1 Results indicators

The monitoring of the Pilot Actions constitutes a specific and indispensable action for verifying the achievement of the objectives set by the project. The complexity of the proposed actions may require some updates and adaptations of the project based on the responses obtained from users. These actions could be partly favoured by the digital systems that characterize all five pilot actions. In fact, the individual projects provide for the activation of smartphone apps through which the user can use the services offered by the pilot action and visit the area, often linked to the natural and cultural asset databases of the individual pilot area. Furthermore, the Pilot Actions will be promoted and communicated through websites and social media.

On the other hand, the attempt of the Made in-Land project to link physical reality and virtual reality suggests identifying some indicators based not only on data relating to online activity, but also on data that measure the activities of users directly in the area.

These data must be interpreted in a critical and diachronic form, trying to identify the evolution of the Pilot Action and how it can progressively orient itself to intercept the satisfaction of a greater number of users and better qualify the service offered.

The main indicators identified for the verification and control of the Pilot Actions can be divided into three types:

1. Analysis of quantitative data:
 - 1.1 Web data analysis, relating to visits to the project website;
 - 1.2 Web data analysis of the project app downloads;
 - 1.3 Web data analysis of the social activity of the dedicated project channels;
 - 1.4 Web data analysis of Google searches on the places and activities promoted by the Pilot Action;
 - 1.5 Attendance registers (in xls format) relating to visits to the physical sites of the project;
2. Analysis of user satisfaction: analysis of answers on the satisfaction of the service offered both through the app and through on-site questionnaires, also open to reviews and suggestions;
3. Analysis on the effect on the territory:
 - 3.1 Analysis of the impacts of the pilot action on the activities of the structures related to hospitality, food and wine, typical crafts, wellness, sport;

- 3.2 Analysis of synergistic actions promoted between the representatives of the Pilot Action and other educational and institutional agencies, related to knowledge, teaching and culture in the area;
- 3.3 Analysis of forms of cooperation between the representatives of the Pilot Action and the private stakeholders of the economic sector, aimed at triggering virtuous circuits for the sustainable promotion of natural and cultural beni;
- 3.4 Analysis of the reputation of the Pilot Action among the inhabitants and other local stakeholders in the tourism sector;
- 3.5 Analysis of the notoriety of the Pilot Action by tour operators and tourists themselves in the coastal area;
- 3.6 Analysis of coordinated actions of connection between coastal tourism and tourism in inland areas

4.2 Impact indicators

The impact of the MADE IN-LAND project will be measured in terms of durability and transferability in achieving the specific project objectives, both short and medium-long term, as reported in the paragraphs above. The specific objective of making the natural and cultural heritage a lever for sustainable and more balanced territorial development will be expressed in concrete actions aimed at improving the accessibility of internal areas for their enhancement with innovative management and community inclusion models aimed at obtaining the following impacts:

1. **Durability:** the territorial development of inland areas is a continuous process, in which the developed Cross-border Strategy provides for dedicated actions to ensure its long-term application. In particular, the involvement of all key players as a prerequisite for their durability, further ensured by their participation in the Permanent Cross-border Observatory.

Possible indicators to measure the impact of the project: number of sites activated at the end of the project; number of networking actions included in the Strategy

2. **Transferability:** it will be the Observatory itself, through awareness-raising and incentive actions for the integration of the Strategy into national planning policies / tools, through collaboration with the bodies concerned, to ensure the replicability of MADE IN-LAND actions in other territories.

Possible indicators to measure the impact of the project: number of local, regional and national public authorities that improve the attractiveness of the area with an enhancement of the cultural offer; number of cultural and natural heritage management bodies involved in the project.

4.3 Cross-sectional indicators

The MADE IN-LAND project provides a concrete contribution to the achievement of the following transversal objectives:

1. Sustainable development: promoting a more sustainable use of natural and cultural assets, MADE IN-LAND integrates their economic enhancement with conservation aspects. Since social, economic, cultural and environmental issues are necessarily interdependent components of sustainable development, to achieve this goal MADE IN-LAND implements direct involvement of civil society as well as the implementation of awareness-raising and capacity-building actions on sustainable issues.
2. Possible indicators to measure the impact of the project: dematerialization of dissemination material, use of FSC certified paper for publications, video conferences, use of GPP procedures and short supply chains, energy reduction and application of measures to reduce the carbon footprint of the project;
3. Equal opportunities and non-discrimination: providing a contribution to the achievement of equal opportunities and non-discrimination, as regards recruitment, remuneration, working conditions, employment conditions, access to training that combines the management of natural / cultural heritage with sustainable social development, guaranteeing equal opportunities for all in an inclusive model. The project partners already adopt principles that guarantee an employment model based on equity and not on personal characteristics (gender, nationality, ethnic origin, religion, etc.). The development of new activities by project partners and Local Committees will also observe these principles.
4. Possible indicators to measure the impact of the project: measures adopted for the accessibility of the disabled;
5. Equality between men and women: equality between men and women is ensured throughout the project, both within the consortium and in all project actions. Participation in project activities is also guaranteed to all stakeholders, ensuring parity in opportunities for participation (both in logistical terms and in terms of access to insights) for both women and men.
6. Possible indicators to measure the impact of the project: number / percentage of men / women involved in the project activities.

DISCLAIMER

The content in this Action Plan reflects the author's views, the Programme authorities are not liable for any use that may be made of the information contained therein.

Authors:

Massimo Sargolini (scientific coordinator, UniCam)

Roberta Angelini (UniCam)

Paolo Santarelli (UniCam)

with the collaboration of:

Ante Blaće (UniZadar)

Ana Pejdo (UniZadar)

Deni Ivanov (UniZadar)

and

Marco Cardinaletti (T.A. for UniCam)

Giulia Pazzaglia (T.A. for UniCam)