



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. 5.3. FINAL CONFERENCE

1 January 2022- 30 June 2022

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5.3 Organisation of MADE IN-LAND Final Conference

Deliverable: Final Conference Report

PP in charge: LP

PPs Involved: all PPs

Status: Final

Date: 30 June 2022

27. 06. 2022.

www.italy-croatia.eu/madein-land

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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. 5.3.1. FINAL CONFERENCE PROGRAMME AND MATERIAL

MADE IN-LAND Project

(Id 10048184)

WP: 5 CAPITALISATION OF THE PROJECT MODEL AND STRATEGY

ACT 5.3 Organisation of MADE IN-LAND Final Conference

Deliverable: Final Conference Programme and Material

PP in charge: LP

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Status: Final

Date: 30 June 2022

LINK OF MATERIAL USED FOR THE EVENT, VIDEO AND PRESENTATIONS:

https://drive.google.com/drive/folders/1THBkEy1xsIBkBkOExnWu6Fsh0YQ_mj_U?usp=sharing

SPEAKERS

Orario	Thematic issues	Name	Participation
9.30		Assessore castelli	in site
9.45		Pellei Andrea	in site
10.00	unicam	Paolo santarrelli	in site
	unicam	Roberta Angelini	in site
	OSIC, Muccia (IT)	Giacomo Andreani	in site
	OSIC, Muccia (IT)	Marco Ramazzotti	in site
	OSIC, Muccia (IT)	Raffaele Giorgetti	in site
	MusLeo, San Leo (IT)	Otello Cenci	in site
	Virtual Eco Museum, Terr@ di Passo, Riccia (IT)	Michele Fratino	in site
	The Quest for the 5th Element	Rahela Bošnjak	ONLINE
	The Quest for the 5th Element	Krešimir Biškup	in site
	Sense Route of Istria Heritage	Anica Dobran Černjul	in site
11.00	Pilot Actions Evaluation	Ante Blaće	in site
11.30	Crossborder Observatory	Massimo Sargolini	in site
	The experience of post-earthquake reconstruction	Giovanni Legnini	on line
	The The Topology of Marble: the Matter of Estremoz's Built Heritage	Cidàlia Silva	in site
	Recovering cities through redesigning urban areas	Francesco Alberti	in site
	Recovering cities through redesigning urban areas	Gastone Ave	Online
	Challenges of Measuring Tourism Sustainability	Izidora Marković Vukadin	Online
	Contemporary Issues Impacting Sustainable Tourism Development	Vanja Krajinović	Online
	Capitalization of projects' results to fulfil new positive practices: BOOST5 Project	Anna Ressa; Davide De nicolò	proiezione video registrato
	Conclusions on new perspective	Paolo Rtoni	in site



FINAL CONFERENCE



18th MAY 2022 | 18 MAGGIO 2022

h. 9.30-13.30



MEETING ROOM | SEEPORT HOTEL

Rupi di Via XXIX Settembre 12, Ancona

**REGISTRATION FORM
ISCRIZIONE ONLINE**

REGIONE MARCHE AND UNIVERSITY OF CAMERINO

are pleased to invite you to the:

TECHNICAL WORKSHOP AND FINAL CONFERENCE

The day will host the final conference of the **Made in Land project** and will provide an opportunity for a broader debate on the role of natural and cultural heritage for the development of inland areas.

REGIONE MARCHE E UNIVERSITÀ DEGLI STUDI DI CAMERINO

hanno il piacere di invitarla alla:

CONFERENZA FINALE del progetto MADE IN-LAND

La giornata sarà l'occasione per approfondire il ruolo del patrimonio naturale e culturale per **lo sviluppo delle aree interne**.

Servizio di interpretariato italiano/inglese disponibile

MADE IN-LAND Project

Technical Workshop & Final Conference

Ancona, 18th of May 2022

AGENDA

Location: Sala Meeting - HOTEL SEEPORT – Ancona
Via Rupi di Via XXIX Settembre, 12, Ancona

REGISTRATION IS KINDLY REQUESTED AT: <https://forms.gle/3k1B8qACQykCB2tf7>

ON LINE PARTICIPATION IS ALSO AVAILABLE:

Riunione Teams:

[link per seguire l'evento in LINGUA ITALIANA](#)

Join a meeting in Teams:

[Link for ENGLISH LANGUAGE](#)

The day will host the final conference of the Made in Land project and will provide an opportunity for a broader debate on the role of natural and cultural heritage for the development of inland areas.

In the first session the results of the project will be briefly summarised.

Made in Land is a cross-border project, included in the Italy Croatia 2014-2020 programming, axis "Environmental and Cultural Heritage" Specific Objective 3.1 "Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development".

The project has developed a Strategy to support the Italian and Croatian inland areas, based on the enhancement of natural and cultural assets through interaction with their own context and through innovative ways of using the assets themselves.

Starting from this vision, five pilot actions were activated in five Italian and Croatian areas. The pilot actions aim to promote the enhancement of the natural and cultural heritage of inland areas, through a proposal of integrated accessibility, an innovative use of digital tools, and the active involvement of public and private entities in the area.

In the second session, with the help of qualified external speakers, **a comparison will be activated between Made in-Land and other projects and researches related to local development**, the relationship between coast and inland areas, the role of tourism as a lever to start new forms of sustainable development.

In the third session, **the Permanent Crossborder Observatory of Made in-Land will be activated, through the signing of a Memorandum of Understanding among the signatory members**. The Observatory is constituted as a network of subjects interested in the enhancement of natural and cultural assets as a resource for the development of inland areas. The Observatory has the objective of encouraging the creation of synergies, relationships and network projects both between the signatory members and with external parties, to support the pilot actions promoted by Made in-Land and replicate other projects with the same objective. The Made in-Land Action Plan will also be validated on the day.

9.15	Station Coffee and Opening the Technical Workshop
FIRST SESSION	MADE IN-LAND PROJECT – FINAL PRESENTATION
9.30	Welcome speech <i>Guido Castelli, Assessor, Marche Region</i> Brief presentation of the day and of Made in Land project <i>Andrea Pellei, Raffaella Triponsi-Marche Region, Directorate for EU and National Resource Integrated Planning</i>
10.00	PILOT ACTIONS REALIZED BY MADE IN-LAND PROJECT <i>Introduction by Roberta Angelini and Paolo Santarelli, Technical experts of Made in-Land project, University of Camerino</i> <ul style="list-style-type: none"> ● One Stop Information Center, Muccia (IT)- Giacomo Andreani and Marco Ramazzotti, Globe Inside; Raffaele Giorgetti, GIO.com; ● MusLeo, San Leo (IT) – Otello Cenci, Made Officina Creativa, IT ● Virtual Eco Museum, Terr@ di Passo, Riccia (IT) – Michele Fratino, JustMO, IT ● The Quest for The 5th Element – Mrs Rahela Bošnjak and Mr. Krešimir Biškup, Feniks Projekti, HR ● Sense Route of Istria Heritage -Anica Dobran Černjul, Tourism expert Region of Istria, HR
11.00	PILOT ACTIONS EVALUATION - <i>Ante Blaće, University of Zadar</i>
11.15	Coffee Break
SECOND SESSION	Sustainable development, relationship between coast and hinterland, role of tourism: experiences compared
11.30	<ul style="list-style-type: none"> ● A Permanent Crossborder Observatory to support in land areas development through natural cultural assets' enhancement <i>Massimo Sargolini, Scientific coordinator of Made in-Land project and Director of School of Architecture and Design of University of Camerino</i> ● The experience of post-earthquake reconstruction <i>On. Giovanni Legnini, Extraordinary Commissioner of the Italian government for the 2016 earthquake reconstruction</i> ● The Topology of Marble: the Matter of Estremoz's Built Heritage <i>Cidália Silva, Lab2PT and School of Architecture, Art and Design, University of Minhom, Portugal</i> ● Recovering cities through redesigning urban areas <i>Francesco Alberti and Gastone Ave, University of Ferrara, Italy</i> ● Challenges of Measuring Tourism Sustainability <i>Izidora Marković Vukadin, Institute for Tourism, Croatia</i> ● Contemporary Issues Impacting Sustainable Tourism Development, <i>Vanja Krajinović, University of Zagreb, Faculty of Economics and Business</i> ● Capitalizing projects' results: BOOST5 Project (Italy-Croatia CBC Programme 14-20) <i>Davide De Nicolò and Anna Ressa, Tecnopolis PST – Italy, Lead Partner BOOST5 project</i> ● Conclusion and new perspectives: the European framework for Adriatic area <i>Paolo Rotoni, Italy-Croatia CBC Programme 14-20 Joint Secretariat-</i>
THIRD SESSION	PERMANENT CROSSBORDER OBSERVATORY LAUNCH
13.00	SIGNATURE CEREMONY OF MEMORANDUM OF UNDERSTANDING (M.o.U.) <ul style="list-style-type: none"> ● <i>Institutional representatives presentation and signature of the MoU of the Permanent Cross Border Observatory</i>
13.30	Lunch break
	Press conference/ interviews TBC

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ON LINE PARTICIPATION IS ALSO AVAILABLE:

Riunione Teams – Lingua italiana:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjhYmU1OWEtYjFiYS00NWFmLWJhMjUtNzQ3YmU2MDIINGVi%40thread.v2/0?context=%7b%22Tid%22%3a%2216fe573a-55ae-4e2b-97ee-9d93fc0bd68a%22%2c%22Oid%22%3a%22b116c8b0-bb13-49fe-8937-8aeef2c64acf%22%7d

Join a meeting in Teams: English language

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZjMxYWY5ZGtYz3OS00YmZILWI2YTAtYjU4ZjNmYTNiZDgx%40thread.v2/0?context=%7b%22Tid%22%3a%2216fe573a-55ae-4e2b-97ee-9d93fc0bd68a%22%2c%22Oid%22%3a%22b116c8b0-bb13-49fe-8937-8aeef2c64acf%22%7d

Progetto MADE IN-LAND

Workshop Tecnico & Conferenza Finale

Ancona, 18 Maggio 2022

AGENDA

Location: Sala Meeting - HOTEL SEEPORT – Ancona
Via Rupi di Via XXIX Settembre, 12, Ancona

LA REGISTRAZIONE E GENTILMENTE RICHIESTA AL: <https://forms.gle/3k1B8qACQykCB2tf7>

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[link per seguire l'evento in LINGUA ITALIANA](#)

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[Link for ENGLISH LANGUAGE](#)

La giornata ospiterà il convegno conclusivo del progetto Made in Land e sarà l'occasione per un più ampio dibattito sul ruolo del patrimonio naturale e culturale per lo sviluppo delle aree interne.

Nella prima sessione i risultati del progetto verranno brevemente riassunti.

Made in Land è un progetto transfrontaliero, finanziato dal Programma di Cooperazione transfrontaliera Interreg V A Italia-Croazia 2014-2020, asse “Beni ambientali e culturali” Obiettivo Specifico 3.1 “Fare del patrimonio naturale e culturale una leva per uno sviluppo territoriale sostenibile e più equilibrato”, con capofila la Regione Marche.

Il progetto ha sviluppato una Strategia transfrontaliera a sostegno dell'entroterra italiano e croato, basata sulla valorizzazione dei beni naturali e culturali attraverso l'interazione con il proprio contesto e attraverso modalità innovative di utilizzo dei beni stessi.

Partendo da questa visione, sono state attivate cinque azioni pilota in cinque aree italiane e croate, dei vari partner di progetto. Le azioni pilota mirano a promuovere la valorizzazione del patrimonio naturale e culturale delle aree interne, attraverso una proposta di accessibilità integrata, un uso innovativo degli strumenti digitali, e il coinvolgimento attivo di soggetti pubblici e privati del territorio.

Nella seconda sessione, con l'ausilio di qualificati relatori esterni, verrà attivato un confronto tra Made in-Land e altri progetti e ricerche legati allo sviluppo locale, al rapporto tra costa e entroterra, al ruolo del turismo come leva per avviare nuove forme di sviluppo sostenibile.

Nella terza sessione, sarà attivato l'Osservatorio Permanente Transfrontaliero del Made in-Land, attraverso la sottoscrizione di un Protocollo d'Intesa tra i membri firmatari. L'Osservatorio si costituisce come una rete di soggetti interessati alla valorizzazione dei beni naturali e culturali come risorsa per lo sviluppo delle aree interne. L'Osservatorio ha l'obiettivo di favorire la creazione di sinergie, relazioni e progetti di rete sia tra i membri firmatari che con soggetti esterni, per supportare le azioni pilota promosse da Made in-Land e replicare altri progetti con lo stesso obiettivo. Anche il piano d'azione Made in-Land sarà convalidato nella giornata.

9.15	Open Coffee e Apertura del Workshop Tecnico
1^SESSIONE	PROGETTO MADE IN-LAND – PRESENTAZIONE FINALE
9.30	<p>Discorso di Benvenuto <i>Guido Castelli, Assessore, Regione Marche</i></p> <p>Breve presentazione della giornata e del progetto Made in Land <i>Andrea Pellei, Raffaella Triponi-Regione Marche, Direzione “Programmazione integrata Risorse comunitarie e nazionali”</i></p>
10.00	<p>AZIONI PILOTA REALIZZATE DA PROGETTO MADE IN-LAND <i>Introducono Roberta Angelini e Paolo Santarelli, esperti tecnici del progetto Made in-Land, UNICAM</i></p> <ul style="list-style-type: none"> ● One Stop Information Center, Muccia (IT) - Giacomo Andreani e Marco Ramazzotti, Globe Inside; Raffaele Giorgetti, GIO.com; ● MusLeo, San Leo (IT) – Otello Cenci, Made Officina Creativa, IT ● Virtual Eco Museum, Terr@ di Passo, Riccia (IT) – Michele Fratino, JustMO, IT ● The Quest for The 5th Element – Mrs Rahela Bošnjak e Mr. Krešimir Biškup, Feniks Projekti, HR ● Sense Route of Istria Heritage – Anica Dobran Černjul, Esperto di turismo Regione Istria, HR
11.00	VALUTAZIONE DELLE AZIONI PILOTA - <i>Ante Blaće, University of Zadar</i>
11.15	Coffee Break
2^SESSIONE	SVILUPPO SOSTENIBILE, RAPPORTO TRA COSTA ED ENTROTERRA, RUOLO DEL TURISMO: ESPERIENZE A CONFRONTO
11.30	<ul style="list-style-type: none"> ● Un Osservatorio Permanente Transfrontaliero per supportare lo sviluppo dei territori attraverso la valorizzazione dei beni culturali naturali <i>Massimo Sargolini, Coordinatore Scientifico del progetto Made in-Land e Direttore della Scuola di Architettura e design dell’Università di Camerino</i> ● L’esperienza della ricostruzione post-terremoto <i>On. Giovanni Legnini, Commissario Straordinario del Governo Italiano per la ricostruzione del terremoto del 2016</i> ● La topologia del marmo: la questione del patrimonio architettonico di Estremozhe <i>Cidália Silva, Lab2PT e School of Architecture, Art and Design, Università di Minhom, Portogallo</i> ● Recuperare le città attraverso il ridisegno delle aree urbane <i>Francesco Alberti e Gastone Ave, Università di Ferrara, Italia</i> ● Le sfide della misurazione della sostenibilità del turismo <i>Izidora Marković Vukadin, Institute for Tourism, Croatia</i> ● Questioni contemporanee che incidono sullo sviluppo del turismo sostenibile <i>Vanja Krajinović, Università di Zagreb, Facoltà di Economia e Commercio</i> ● Capitalizzare i risultati dei progetti per realizzare nuove pratiche positive: Progetto BOOST5 <i>Davide De Nicolò e Anna Ressa, Tecnopolis PST – Italia, Capofila del progetto BOOST5</i> ● Conclusioni e nuove prospettive: Il nuovo quadro europeo per l’area adriatica <i>Paolo Rotoni, Segretariato Tecnico Programma Interreg V A Italia-Croazia 2014-2020</i>
3^SESSIONE	LANCIO DELL’OSSERVATORIO TRANFRONTALIERO PERMANENTE
13.00	<i>Firma del Protocollo di intesa dell’Osservatorio Permanente Transfrontaliero parte dei Partner e altri Enti ed istituzioni aderenti</i>
13.30	Lunch break
	Conferenza stampa/ interviste TBC

LA REGISTRAZIONE E GENTILMENTE RICHIESTA AL: <https://forms.gle/3k1B8qACQykCB2tf7>

LA PARTECIPAZIONE È POSSIBILE AI SEGUENTI LINK:

Riunione Teams – Lingua italiana:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjhYmU1OWEtYjFiYS00NWFmLWJhMjUtNzQ3YmU2MDIINGVi%40thread.v2/0?context=%7b%22Tid%22%3a%2216fe573a-55ae-4e2b-97ee-9d93fc0bd68a%22%2c%22Oid%22%3a%22b116c8b0-bb13-49fe-8937-8aeef2c64acf%22%7d

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Città di San Leo



VISIT TO SAN LEO
Tuesday 17th May 2022



SAN LEO

The capital of Montefeltro

In the Marecchia Valley, Romagna region, between Marche and Republic of San Marino

An imposing massif that dominates the Marecchia Valley, in a strategic location, the site of historic and military events in the Middle Ages and the Renaissance periods. Linked to first pagan and then Christian cults, it was home to the Dalmatian hermit Leone, who along with his friend Marino who retired to Mount Titano, helped to bring Christianity to the Montefeltro region in the 4th century. In the year 1000, it became San Leo and the ancient name of Montefeltro was given to the diocese. It became the seat the Archbishop in the 10th century and the place of refuge for Berengar II. Piazza Dante The Hamlet The town flourished in the Middle Ages, as too did the family that made San Leo the seat of its dynasty, the Montefeltro. The fact that both St Francis, in 1213, and Dante Alighieri, in 1306, passed through here helped to further enrich the history of this important settlement. The city of San Leo was heavily contended and was dominated over the centuries by various families – from the Malatesta to the Montefeltro, from the Medici to the Della Rovere – until it came under the direct rule of the Papal State in 1631. And thanks to Count Cagliostro, an itinerary around this city also becomes tinged with magic and mystery.



Città di San Leo



PROGRAMMA Martedì 17 Maggio 2022

10.30 –Arrival in San Leo (bus parking in Quattroventi resort) and transfer to the Fortress with shuttle service.

Guided tour in English to the Renaissance Fortress



Its origins date back to a time before the wars between the Goths and Byzantines (6th century). It was heavily contested, above all between the 14th and 15th centuries, until it was finally conquered by Federico of Montefeltro in 1441. Designed by Francesco di Giorgio Martini, the imposing defensive apparatus of the Fortress of San Leo

seems to be an extension of the mass which supports it; indeed, it is difficult to distinguish between the hand of nature and that of man, capable of fully exploiting the advantages of this magnificent site. This is how it was described by Pietro Bembo in 1513: “...the city of Montefeltro and its fortress, an extremely strong bulwark and marvellous tool of war in the region...” Under the direct rule of the Papal State, the fortress became a harsh prison and Count Cagliostro spent his final days in one of its cells. Even after the Unification of Italy, the fortress continued to be used as a jail until 1906. After that, for eight years, until 1914 it was home to a “disciplinary company”. Nowadays it hosts a series of exhibitions, including one on arms and armaments, one on military life in the Middle Ages and one featuring the alchemist Cagliostro, as well as the cells that were home to many famous convicts and the dour fortifications.



Città di San Leo



A visit to MuSleo will follow



MuSleo, funded thanks to the Made In-Land Project, aims to improve the virtual accessibility of inland areas and to know natural / cultural resources.

Musleo, the virtual museum of San Leo, where you can experience real emotions!

Musleo, the Ecomuseum that tells the area through the witnesses of today and yesterday...

Musleo, is a magical place from which to discover the exceptional historical and naturalistic heritage that surrounds it. It is a privileged gateway to the historical, naturalistic and environmental riches of the surrounding area. Travelers, who decide to stop in San Leo, will have the privilege to meet three famous witnesses, also pilgrims to San Leo: San Francesco, Dante and Cagliostro.



Through their stories it will be possible to discover how all the cultural and architectural heritage of San Leo is full of centuries of history and events often shrouded in legend and mystery.





Città di San Leo



The tour begins within the walls of the Fortress, at the top of the rock. From here the visitor can see the peaks of the Apennines that merge Romagna with Marche Region; he can imagine the richness of life and history. This richness has animated the area since Roman age.

It's truly a unique and particular territory; that's because on the border between two different biogeographical regions; for the harshness of some places, unique for its architectural jewels.



Città di San Leo



13.00, Historical Centre

Buffet with traditional dishes and typical products

Tour of the historical centre and visit to the main religious monuments of San Leo



The parish Church

The parish church is dedicated to Our Lady of the Assumption and is the oldest religious monument in the Montefeltro region. According to tradition, the building was constructed on the site of a small chapel where St Leone used to pray (4th century). It has a basilica-style layout, with a nave and two aisles, a crypt and a raised presbytery



The Cathedral

Dating from 1173, the current building is the work of Romanesque Lombard craftsmen and stands on the remains of an older religious foundation, a cathedral dating from the High Middle Ages, built around the 7th century when Montefeltro (San Leo), elevated to the role of civitas, became the seat of a new diocese. The Cathedral is

dedicated to the patron saint Leone.



The bell tower

The bell tower is the most secluded monument in San Leo and stands, in an isolated spot, on top of "Guard Mountain", one of the two peaks of the massif of San Leo. Like all the monuments in the town, it too was built directly on a rocky outcrop. Its square perimeter incorporates a circular building with even older origins and it soars to a height of approximately 28 metres.



Città di San Leo



At the end of the visit, departure from *Piazza Dante* and transfer to the bus parking area with shuttle service.

Info:

Società San Leo 2000 Servizi Turistici Srl
Piazza Dante Alighieri, 14
47865 San Leo RN
Tel. 0541/926967
Referente Cristina Protti: c.protti@sanleo2000.it
www.san-leo.it

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. 5.3.2. FINAL CONFERENCE REPORT

1 January 2022- 30 June 2022

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	<ul style="list-style-type: none"> • Challenges of Measuring Tourism Sustainability <i>Izidora Marković Vukadin, Institute for Tourism, Croatia</i> • Contemporary Issues Impacting Sustainable Tourism Development, <i>Vanja Krajinović, University of Zagreb, Faculty of Economics and Business</i> • Capitalizing projects' results: BOOST5 Project (Italy-Croatia CBC Programme 14-20) <i>Davide De Nicolò and Anna Ressa, Tecnopolis PST – Italy, Lead Partner BOOST5 project</i> • Conclusion and new perspectives: the European framework for Adriatic area <i>Paolo Rtoni, Italy-Croatia CBC Programme 14-20 Joint Secretariat-</i>
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Final conference report

1. Welcome Remarks

The meeting is opened by Guido Castelli, Assessor of Marche Region that welcome participants and introduce briefly the importance of the program and the project Made in Land in the Regional development policies. He underlines how the program Italy- Croatia is complementary to other programs such as Europe 2020 strategy; the Territorial Agenda of the European Union 2020 and the European Union Strategy for the Adriatic-Ionian Region

Mrs Raffaella Triponi the Marche Region Manager for the project Made in Land. She introduces briefly the partners, the speakers involved and the agenda of the conference in particular the three sessions: the first part concerns the technical aspects, the second session gives the participants the opportunity to listen qualified external speakers in comparison between Made in Land and other Projects. Finally in the third session, the Permanent Crossborder Observatory of Made in-Land will be activated, through the signing of a Memorandum of Understanding among the signatory members.

2. PILOT ACTIONS REALIZED BY MADE IN-LAND PROJECT

Introduction by Roberta Angelini and Paolo Santarelli, Technical experts of Made in-Land project, University of Camerino

Roberta Angelini and Paolo Santarelli, the Technical Experts of Unicam, introduce the pilot actions that focused on the importance of the promotion of the natural and cultural heritage system

1. the OSIC project,
 2. Eco museo of Riccia
 3. Eco museo of San Leo
 4. The territorial brand
 5. The territorial brand
1. *Giacomo Andreani of Globe Insider* in charge of the **One Stop Information centres** presented the pilot action. The vision is the valorisation of inland areas' resources through the implementation of an innovative tourism information center based on the digitalization of local services. The project focused on four objectives:
- VALORISATION OF THE CULTURAL AND NATURAL HERITAGE
 - ENCOURAGEMENT TO ENJOY THE TERRITORY IN A "SLOW" WAY
 - INTEGRATION OF LOCAL SERVICES (HERITAGE, FOOD AND WINE, HOSPITALITY)
 - DEVELOPMENT OF ICT TECHNOLOGIES FOR COMMUNICATION AND INFORMATION

The OSIC is hosted in the Mulino da Variano an ancient mill at the entrance of Muccia that is strategically located on the route connecting the sea to the inland area.

OSIC Muccia represents a place of exchange and integration, where fast meets slow, and physical meets digital to reduce the distance (both material and mental) between the coastal area and the inland.

2. *Otello Cenci presented the **ECOMUSEUM OF SAN LEO** a privileged gateway to the historical, naturalistic and environmental riches of the surrounding area. Travelers who decide to make a stop here will have the privilege of meeting three illustrious witnesses, also pilgrims to San Leo: San Francesco, Dante and Cagliostro. Through their stories, the visitors can discover how all the cultural and architectural heritage of San Leo is born from centuries and centuries of history and from events not infrequently shrouded in legend, if not mystery. The journey begins within the walls of the Fortress, at the top of the fortress. From here the visitor can look at the ridges of the Tausani Mountains, imagine the richness of life and history that, from Roman times to today, has animated these places that unfold between rolling hills and steep cliffs. A unique territory because it is on the border between two different biogeographical regions, unique for its inaccessibility, unique for its architectural jewels. Through an immersive, engaging and exciting experience, divided into several rooms, the visitor becomes aware of the identity of the land he is crossing and can continue with a renewed soul his journey to discover the beauties and typicality that surround Musleo.*

3. Frattino presented the **ECOMUSEUM OF RICCIA Terr @ di Passo Ecomuseo** virtual is a large project aimed at promoting and enhancing the cultural and natural heritage of the Riccia area and the municipalities of the Fortore River Valley. 18 municipalities have been involved in the Ecomuseum development.
 - The “Terr @” is the virtual place where this territory is told through the story of an ancient one noble family, the de Capua, that this land has controlled, defined and modified.
 - The Pass is that of shepherds, merchants and peoples who have crossed these places. The passage has built the landscape, the road network gave birth to communities.
 - The communities are the heart of this story: from listening to them comes the proposal of knowledge and to their growth and that of the territory the constitution of the Ecomuseum is finalized.

Some of the characteristics are the digital path with more than 20 video postcasts, QR code for adults and children, Gamification for children, the game of curly. The ecomuseum will help also to promote larger events in the future.

The two pilot actions in Croatia focused on the development of a *brand concept from AZRRI and Zadar County*. Both pilot actions have the goals to develop and implement an innovative territorial management system and to create a platform that enables a high level of independence in the development of a unique tourist experience.

4. The search for the fifth element has as a mission *“To provide each visitor a unique tourist experience, which revives the past, enjoys the present and looks forward to the future”* through a unique tourist quest for the 5th element “: fire, water, earth, air. The objective is to develop touristic attraction brand for Zadar County.
5. AZRRI realized the brand *“Sense route of Istria Heritage”* with the involvement of three cities and two municipality. The Brand *will enrich and fulfill the Istria County inland area, create ground for future*

itineraries and routes, attract visitors/tourists to visit and explore rural area in order to low the coastal pressure.

Ante Blace of the University of Zadar introduced the pilot actions evaluation. They tested the pilot actions through a survey. Five different questionnaires were developed for 5 different action plans. The surveys have been conducted by the project partners in the period from January until May 2022. The methodology consisted of the questionnaires in an online format and distributed to different groups affected by the project: visitors, tourists, residents/managers from the coastal region, and residents/managers from the hinterland (Figure 1). Pilot Action evaluation reports provided by PP1, PP8, PP5, PP6, and PP9 were analysed and provided data relevant for the pilot action monitoring.

One of the main results was the improvement on the accessibility to inland areas. The majority of participants found pilot actions enjoyable and the overall assessment of the pilot actions is very high (Figure 4). The respondents also agreed the overall experience enriched their knowledge of the natural and cultural heritage of the region they visited.

Pilot action plans were perceived very positive by the participants, most of them educated, with a age between 40-50 that look for culture, food and wine.

11.40 Second session

Massimo Sargolini, the Scientific Coordinator of the University Camerino introduces briefly the session. Different experiences will be presented in order to create a comparison with other projects and researches related to local development, the relationship between coast and inland areas, the role of tourism as a lever to start new forms of sustainable development.

Recovering cities through redesigning urban areas, Francesco Alberti of University of Ferrara, Italy . Alberti introduces the experiences conducted in the area following the 2016 earthquake in the province of Macerata and Fermo, it was understood that the reconstruction, to be successful, requires a shared policy with an adequate planimetric scale, to carry out the recovery interventions. goals both for the "social cohesion of inland areas" and the "relaunching of competitiveness", particularly necessary for mountain areas that already suffered from conditions of marginalization and desertification before the earthquake;

Through the analysis and reading of historical fabrics and their recent urban events, the foundations are laid for understanding the reasons for the current problems. The "new generation urban project tool" is proposed as an opportunity to recompose a settlement quality of urban environments often subject to profound morphological and functional alterations

The approach of the Urban Project tends to bring the question of the interventions necessary to "mitigate urban vulnerability back to the set of social initiatives and practices that substantiate some projects of strategic value for the future of the city", and which lead to the search for new governance tools essential to dilute the technocratic approach to de-responsibility in favor of more participatory solutions shared by society and local institutions.

The experience was a good practice that showed how it possible to entrust the «natural and cultural heritage» with a strategic role for the «development of inland areas», counteracting ongoing phenomena such as commercial and settlement desertification and depopulation.

The experience of post-earthquake reconstruction, On. Giovanni Legnini, Extraordinary Commissioner of the Italian government for the 2016 earthquake reconstruction

Natural disasters cause destruction of land values and cultural heritage, social and cultural ties, and have direct impact on spatial resources that appeal to spatial planning from a perspective of enhancing present resilience and reducing future risks. The integrating perspectives of natural-risk resilience - natural risk, cultural heritage, communities, spatial resources and spatial planning, tested on research cases of earthquake affected areas in Italy and Croatia is an in important issues that both area face. Achieving holistic natural-risk resilience is possible when (land/urban) scape, cultural, identity, social, spatial, planning, economic resilience models are integrated in a way that they benefit from each other. It is very important to define spatial planning responses to natural disasters that affect cultural and (land/urban) scape heritage, and spatial resources that have to be planned in close interaction with local communities to improve preparedness and prevent destruction, damage, and loss of collective memory, tradition, and identity.

Contemporary Issues Impacting Sustainable Tourism Development, Vanja Krajinović, University of Zagreb, Faculty of Economics and Business

When implementing the concept of sustainable tourism development in development policies and destination plans, numerous challenges arise. Such a situation is partly the result of insufficient understanding of the potential and limitations of the concept, which makes it even more difficult to measure the achieved level of sustainability in destinations. It's very important to carry out a comprehensive analysis of potential models for measuring the sustainable development of tourism and there is a need to define sustainability levels in destinations. Additionally, it is critical to include all relevant stakeholders in the measurement process to ensure complete results. A stronger model of integration of sustainability indicators is necessary to create suitable and reliable choice in the process of measuring the sustainability of destinations. The challenge in the sustainable Tourism development indicates a strong need to

- Rethink development strategies, with the focus on sustainability
- Improve and implement sustainable policies
- Comprehend and embrace the concept of time in the process

The Topology of Marble: the Matter of Estremoz's Built Heritage, Cidàlia Silva, Lab2PT and School of Architecture, Art and Design, University of Minhom, Portugal

Cidàlia Silva presented how to address built heritage from the perspective of marble as a cross-scale legacy between distant and close places. Through Estremoz marble we make visible that heritage is not only a static element to preserve but a matter continuously in motion across time and space. Topology of marble brings to the fore this awareness of seeing the interconnection between its geological formation, the extraction and the constructive processes, in a multiplicity of cycles still in transformation.

RECONSTRUCTION OF MONTE LUCE PROJECT IN PERUGIA, *Gastone Ave, urbanist professore in University of Firenze*

Monteluca former hospital, strategically located on top of one of the hills in front of the historical city of Perugia, was dismissed in the late 90's. In 2005, authorities organize an international competition for the renovation of this area with a total surface of approximately 75.000 square metres. The urban regeneration provides, on the one hand, to restore some existing buildings, such as the church, the former convent complex, one neoclassical pavilion and the chapel of the former hospital, on the other to demolish and introduce new functions (residential, social housing, commercial and offices) for 65.000 square meters.

The Monteluca project serves the public interest in repurposing the disused hospital complex. Due to its proximity to the city centre and its exposed location, there is particular public interest in turning it into a high-quality neighbourhood. Through the redevelopment, this formerly closed-off neighbourhood had been better linked with the surrounding neighbourhoods. A representative of the city was appointed by the region to sit on the Governance Committee of the fund. In this way, the city was able to extend its influence beyond the official planning directly to the redevelopment itself.

This model enables the region to participate in the profits from the redevelopment and, at the same time, transfer the development risks to private investors at an early stage. The region is still represented in the Governance Committee after selling all its fund units and can thus influence the redevelopment.

Capitalizing projects' results: BOOST5 Project (Italy-Croatia CBC Programme 14-20) *Davide De Nicolò and Anna Ressa, Tecnopolis PST – Italy, Lead Partner BOOST5 project*

A video introduces the project BOOST5 that tackles one of the main challenges of the region: valorising and preserving the rich and varied cultural heritage and taking advantage of it in a sustainable way to support economic development.

Based on IT-HR five previous projects' results, BOOST5 will deploy a systemic approach at a CB level, involving private and public actors in adoption of common strategies for cultural and landscape identity in order to:

- eliminate main obstacles limiting full development of sustainable tourism offer;
- promote community driven ideas and new market opportunities through capacity building plans about innovative approaches, sustainability and managerial skills;
- promote synergies among diverse stakeholders and territories to speed up successful implementation of sustainable policies and environmental awareness;
- pave the way for the next strategic steps such as green accreditation or zero impact tourism labels and building on next programming period opportunities.

The whole project implementation will focus on collecting and analyzing best practices in cultural routes' field, engaging relevant stakeholder (tourism operators, CCIs and cultural operators, local players, policy makers, public institutions, etc.) in concrete understanding and exploitation of these latter as well as providing them with tools and knowledge to foster networking for a multiplier effect and co-creation of new routes within the project duration but mostly beyond it, on a long term, adaptive and continuously innovation basis.

Challenges of Measuring Tourism Sustainability *Izidora Marković Vukadin, Institute for Tourism, Croatia* Sustainability becomes a key challenge in developing quality tourism products without negatively affecting the natural and

cultural environment that maintains and takes care of them. To mitigate some of those challenges and needs for indicators monitoring, CROSTO – Croatian Sustainable Tourism Observatory has been established in 2016 to support the vision for sustainable development of tourism in Croatia.

The main objective of CROSTO is to continuously measure and monitor the sustainability of tourism development in the most tourism developed region of Croatia – Adriatic Croatia, with potential of widening the measurement on whole Croatia. In measuring and monitoring procedures, CROSTO adopts the European Tourism Indicator System (ETIS) for sustainable destination management, developed by the European Commission. It has been decided to use ETIS due to Croatia's compliance, as a European Union member state, with EU recommendations

Given the trend of informed management and starting from the current development moment of Croatian tourism as well as the fact that the systematic measurement of tourism sustainability indicators in the Republic of Croatia is in the initial phase of development, one of the goals of this document is to increase the total number of destinations involved in the measurement process. This will ensure timeliness and spatial comparability of sustainability, improvement of measurement methodology and database, which has the function of informed management, as well as the determination of the supporting capacity of the destination. Most important, the research help to:

- Determining a common methodology for collecting primary data
- Unification of secondary data collection / use and calculation system
- Creating a Clear Process of Establishing a Local Observatory by Steps
- Create a unified reporting system
- Determining the process of determining specific destination indicators.

Symbola, Fabio Renzi

Addresses the issue of the new population of areas of the country affected by processes of economic, social and demographic weakening starting from securing the territory. A preliminary and fundamental condition, albeit not sufficient, for ensure conditions of habitability and economic and social viability in contexts affected by ancient and new vulnerabilities.

Massimo Sargolini synthesizes that the issues dealt in the session was on opportunity to understand the topic of natural and cultural heritage as an interaction with communities. It's a vision that highlight the valorisation of the natural and cultural system through the interaction with the context. The development of a way for the assets' use through a new form of cooperation between public and private actors

Conclusion and new perspectives: the European framework for Adriatic area *Paolo Rtoni, Italy-Croatia CBC Programme 14-20 Joint Secretariat:*

Mr. Rtoni underlined the importance of cross border cooperation to find common solutions to common problems. In the next program Italy-Croatia new trend and priority have been identified:

- A greener Europe Green and resilient shared environment
- Sustainable maritime and multimodal
- Culture and tourism for sustainable development
- Integrated governance for stronger cooperation

Third session

In the third session, the Made in-Land Permanent Cross-border Observatory was activated, through the signing of a Memorandum of Understanding between the signatory members. The Observatory is constituted as a network of subjects interested in the enhancement of natural and cultural heritage as a resource for the development of inland areas. Objective of the structure to favor the creation of synergies, relationships and network projects both between the signatory members and with external subjects, to support the pilot actions promoted by Made in-Land and replicate other projects with the same objective. The Made in-Land action plan will also be validated on the day.

End of work at 13.30

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Technical Workshop & Final Conference

Ancona, 18th of May 2022

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Via Rupi di Via XXIX Settembre, 12, Ancona

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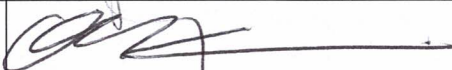
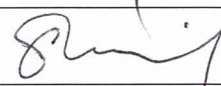
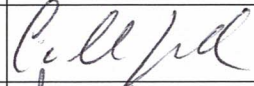
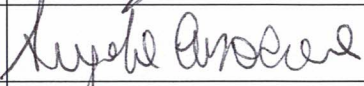
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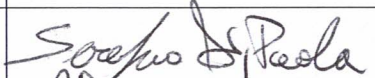
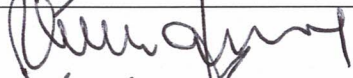



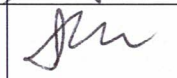
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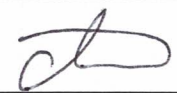
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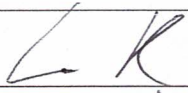
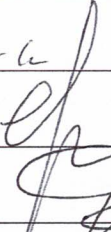

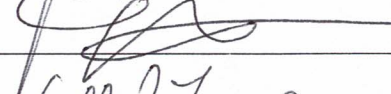
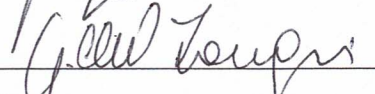



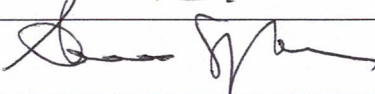
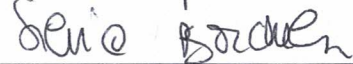
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