



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

WP5 Capitalisation of the project model and strategy

1 January 2022- 30 June 2022

WP 5: Capitalisation of the project model and strategy

Deliverable 5.4.1: Memorandum of Understanding

Activity 5.4.: Set up of Permanent Crossborder Observatory

PP in charge: LP – Marche Region

PPs Involved: All Partners

Status: Draft: approved in the SC of March 29, 2022

Distribution: Public

Date: April 21, 2022

27. 06. 2022.

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

Memorandum of Understanding

WP 5:	Capitalisation of the project model and strategy
Deliverable 5.4.1:	Memorandum of Understanding
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MEMORANDUM OF UNDERSTANDING FOR THE CREATION OF A PERMANENT CROSSBORDER OBSERVATORY

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1. Premise

Bearing in mind the Communication from the Commission of the European Parliament, the Council, the European economic and social Committee and the Committee of the regions – COM (2014) 477 dated 22/07/2014 – “Towards an integrated approach to cultural heritage for Europe”, encouraging the modernisation of the heritage sector, raising awareness and engaging new audience thanks to its intrinsic values;

Recognizing the European Strategy for the Adriatic and Ionian Region (EUSAIR), endorsed by the European Council on the 24th of October 2014, aiming at promoting economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity;

Considering the four thematic pillars of EUSAIR and, in particular, Pillar 4 “Sustainable Tourism” focusing on the diversification of macro-region’s tourism products and services, tackling seasonality of tourism demand, improving both the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region;

Taking into consideration the Italy-Croatia Programme and the specific objective 3.1 “Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development”, as outlined within the Priority Axis 3 “Environment and Cultural Heritage”;

“MADE IN-LAND. Management and DEvelopment of INLANDs”, project financed by Interreg 2014-2020 within Italy Croatia Cross-border cooperation program, aims to make the natural and cultural heritage a lever for the sustainable development of inland areas. The constitution of **Permanent Crossborder Observatory (PCO)** is part of the planned activities. This document aims to establish the Permanent Crossborder Observatory of “MADE IN-LAND.

Through the signature of this Memorandum of Understanding (MoU), the Members formalise the successful constitution of the Observatory, sharing the principles of the Cross Border Strategy, prepared in the context of the project. These principles are summarised below.



1.1. Principles of the Made in-Land Cross Border Strategy

The landscape, understood as the interaction between nature and culture, and as the interaction between natural and cultural assets and their context, is the element that relates the five pilot areas of the Made in-Land project.

In the Italian and Croatian inland areas, the promotion of new experiences related to food and wine, sports in nature, art, physical and spiritual well-being, can sustainably enhance the natural and cultural resources and the ancient traditions rooted in those territories.

This attractive potential of natural and cultural assets requires to be managed in an integrated way, as an increasingly effective resource to support slow, non-seasonal, conscious tourism, capable of activating virtuous circuits and micro-economies for the territory.

The Made in-land project proposes a new common vision for the enhancement of internal areas based on the integration of landscape enhancement policies, slow and fast mobility projects, digital communication tools, subjects operating in various capacities in the tourism promotion sector.

The MADE IN-LAND project developed a Cross Border Strategy for Italian and Croatian inland areas. The main goals of the Strategy are:

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

1.2. Pilot actions of Made in-Land

The Cross Border Strategy was applied by each Partner in their own pilot areas, to realized five pilot actions, aiming at valorising the local natural and cultural heritage;

- 1) *“One Stop Information Centre”,* in Muccia and in Chienti valley, IT
- 2) *“MusLeo”,* San Leo Municipality, in San Leo and in Marecchia valley, IT
- 3) *“Terr@ di passo. Nelle corti dei De Capua”,* in Riccia, in Fortore Valley and in Matese territory, IT
- 4) *“Sense Route of Istria Heritage”,* in Istria County, HR
- 5) *“The quest for 5th element”,* in Zadar County, HR



1.3. Partners of Made in-Land

Partners of Made in-Land project are:

- 1) Marche Region, IT (Lead Partner)
- 2) University of Camerino, IT;
- 3) Municipality of San Leo, IT;
- 4) Municipality of Riccia, IT;
- 5) Molise Towards 2000, IT;
- 6) University of Zadar, HR;
- 7) Zadar County Development Agency Zadra Nova, HR;
- 8) Authority For The Management Of Parks And Biodiversity – Romagna, IT;
- 9) Azrri – Agency For Rural Development Of Istria Ltd. Pazin, HR.

2. Permanent Cross-Border Observatory objective

The general objective of the Permanent Cross-Border Observatory is the capitalization of the Cross Border Strategy and the related Action Plan in national and regional policies and planning tools. In particular:

- ✓ *Valorisation of the natural and cultural heritage*
- ✓ *Promotion of sustainable and slow tourism in an integrated perspective*
- ✓ *Implementation of new technologies applied to the enhancement of local resources at tourist level*

PCO Members will jointly cooperate towards the achievement of the following specific objectives:

- 1) Promote and valorise the natural and cultural heritage of the involved MADE IN-LAND partners and of other members taking part to the PCO, enhancing the networking between Italy and Croatia;
- 2) Enhance the attractiveness of inland areas, promoting the digital and innovative pilot actions created within MADE IN-LAND project and supporting the replicability of the Action Plan in other inland areas;

- 3) Support the five pilot actions created within MADE IN-LAND project, putting them in contact with other actors for enlarging the network of possible partners for developing future projects, guaranteeing MADE IN-LAND project's results sustainability;
- 4) Generate new tourism demand, creating new economic opportunities alternative to the costal tourism, thus addressing the seasonality of touristic flow.

3. Permanent Cross-Border Observatory organization

The Permanent Cross Border Observatory will be configured as a network among those members who actively participated in the MADE IN-LAND project, as either partners or stakeholders, and other potential signatories.

The reference member for scientific issues (scientific coordinator) of the PCO will be UNICAM. The scientific coordinator may change with the agreement of the majority of the Parties.

The observatory's activity will be characterised by cooperation and networking among PCO members.

Aim of the PCO is involving other institutional Bodies, Associations, or other Stakeholders, who already work on the themes of enhancing the landscape, of sustainable inland areas and of promoting the natural and cultural heritage.

The participation to the PCO through the signature of this MoU remains open to other institutional actors and stakeholders active in the field of promotion and valorisation of natural and cultural heritage of inland areas, provided that they have institutional goals or sectoral relevance for the development and management of the scope of this MoU. To access, any institutional actor or stakeholder must apply to the Observatory coordinator (or Reference member) and the final decision will be taken by the majority of the Parties.

Disputes, which may arise between the Parties with regard to the interpretation and/or application of the provisions of this MoU, shall be resolved through negotiation between the Parties.



4. Permanent Cross-Border Observatory members and tasks

3.1. Organisation chart

The Observatory organization chart will be composed by the Partners of the Made in-Land project, by the Stakeholders who participated in the implementation of the Made in-Land Pilot Actions, and by other subjects that carry out institutional and scientific activities concerning the themes of the project (e.g. for example, the enhancement of landscape resources, the development of sustainable tourist fruition methods, the search for a more balanced and cohesive relationship between inland and coastal areas).

The reference member for the institutional issues will be Marche Region. The reference member for the scientific issues will be University of Camerino. The list of signatories is shown in Annex A.

3.2. Tasks member

Regional and national Partners 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.

Scientific members will mainly have the task of suggesting the collaboration between-the members of PCO, to promote scientific researches, experience exchange, conferences and publications. Also, they could keep in touch with regional and local stakeholders, public or private.

Reference member for institutional issues, with the collaboration of Scientific members, will also have the task of coordinating the proposals received and promoting opportunities for cooperation.

5. Operative methods

Marche Region (Directorate for Integrated Programming of EU and National Resources) will be the reference member for the institutional PCO activity.



Each PPs can propose, operate, identify independently other opportunities and projects, always consistent with the objective of the PCO, in which to involve the members of the PCO, or including external partners.

The PCO will have to communicate and disseminate projects and results of MADE IN-LAND also in other territories, making use of evaluation and training tools and roadshows developed during the project.

Annual meeting. The members agree to call at least one annual meeting between all members of the PCO.

5.1. Permanent Cross-Border Observatory evaluation system

To achieve the above objective, the Observatory will be able to:

- use the specific knowledge and information that each member possesses, based on their institutional or scientific activity;
- Propose other network activities and projects to other partners;
- Make use of the Project Evaluation System, or Protocol for the management of the "knowledge" acquired during the project Made in-Land, at a cross-border level, which will be based on the use of the "evaluation system", developed on the basis of evaluation of the final project Made in-Land outcomes.

The protocol will facilitate the first phases of the observatory's work:

- Monitoring of pilot actions and results achieved;
- Assistance to stakeholders regarding the methods and opportunities for enhancing the natural and cultural heritage in internal areas;
- Identification of specific measures and services with potential for transfer of the project in other regions with similar characteristics;



5.2. Network road map

Marche Region will define a **network's road map**, a network of potential projects and / or possible financing , mainly aimed at enhancing the natural and cultural heritage of the internal areas, with the following characteristics:

- 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.

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.

A first list of potential projects and funding is available at the Annex B)

6. Financial resources

The PCO does not provide for financial contributions to be paid by members, is non-profit organization, and does not provide salaries for those who work within the PCO. The PCO is a network of subjects who combine their skills and activities to generate new project and financing opportunities consistent with the objectives of sustainable enhancement of the natural and cultural heritage of the territories.



7. Permanent Cross-Border Observatory institution and duration



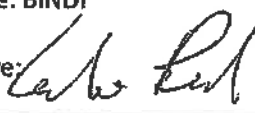

The Crossborder Observatory is established by signing this Memorandum. The signing of the Memorandum will commit the Partners and Stakeholders involved to a long-term network cooperation within the PCO itself, and based on EU programming periods.




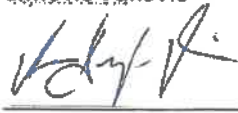

The duration of this Memorandum of Understanding will cover a first experimental period based on 2021-2027 EU programming and starts from the date of signature by each of the parties. After that, tacit renewals are foreseen.

This is without prejudice to the faculty, granted to each Party, to withdraw from this Memorandum at any time and for any reason with prior notice to the reference Member, Marche Region

Annex A) List of Permanent Crossborder Observatory members

Annex A.1) Made in land Project Partners

Organization name/ Country	Name and Signature of the representative	Place and Date
Marche Region, IT (reference Partner)	Name: GUIDO Surname: CASTELLI Signature: 	Place ANCONA Date 18/05/2022
University of Camerino, IT (scientific coordinator)	Name: CLAUDIO Surname: PETTINARI Signature: 	Place CAMERINO Date 10/06/2022
San Leo Municipality	Name: LEONARDO Surname: BINDI Signature: 	Place ANCONA Date 18/05/2022
Riccia Municipality, IT	Name: PIETRO Surname: TESTA Signature: 	Place ANCONA Date 18/05/2022

Gal Molise Toward 2000, IT	Name: ADOLFO Surname: COLAGIOVANNI Signature: 	Place ANCONA Date 18/05/2022
Emilia Romagna Park Authority, IT	Name: NEVIO Surname: AGOSTINI Signature: 	Place ANCONA Date 18/05/2022
University of Zadar, HR	Name: DIJANA Surname: VICAN Signature: 	Place ZADAR Date 27/06/2022
ZADRA NOVA - Agency for development of Zadar County, HR	Name: MARINA Surname: Duljmović Vuković Signature: 	Place Date Zadar, 23.5.2022.
AZZRI - Agency for Rural Development of Istria Ltd Pazin, HR	Name: IGOR Surname: MERLIĆ Signature: 	Place PABIN Date 09/06/2022

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MARCHE REGION

- Name of the Entity/Organization/

Stamp (if available)

MUNICIPALITY OF MUCCIA

- Name the Representative:
MARIO BARONI

Signature:


- Place:

Ancône.....

- Date: 18.5.2022

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MARCHE REGION

- Name of the Entity/Organization/

Stamp (if available)

UNIONE MONTANA POTENZA ESINO MUSONE

- Name the Representative:
MATTEO CICONI

Signature:

Matteo Ciconi

- Place:

Ancona
.....



- Date:



Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MARCHE REGION

- Name of the Entity/Organization/

Stamp (if available)

UNIONE MONTANA Dei MONTI AZZURRI

- Name the Representative:
GIAMPIERO FELICIOTTI

Signature:



IL PRESIDENTE
Giampiero Feliciotti


- Place:.....

- Date:.....

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

Marche - Italy

- Name of the Entity/Organization/

Università Politecnica delle Marche

- Name the Representative:

Prof. Gian Luca Gregori

- Place: Ancona

- Date: 29 LUG. 2022

Stamp (if available)



Signature:


IL RETTORE
Prof. Gian Luca Gregori

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- *Region/ country:*

ITALY

- *Name of the Entity/Organization/*

**SYMBOLA FONDAZIONE PER LE
QUALITA' ITALIANE**

Stamp (if available)

SYMBOLA
FONDAZIONE PER LE QUALITA' ITALIANE
Via Lazio, 20C - 00187 Roma
Tel. 06.45430941
P.IVA e C.F. 08180541008 - info@symbola.net

- *Name the Representative:*

Fabio Renzi

.....

Signature:



- *Place: Rome*

- *Date: Semptember 6th 2022*

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

ITALY

- Name of the Entity/Organization/
Università di Ferrara
Dipartimento di Architettura

Stamp (if available)

- Name the Representative:

Head of Architecture Department
Prof. Alessandro Ippoliti

Signature:



- Place: Ferrara

- Date: October, 7th, 2022

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Annex A.2) Other Signatory Members

(This sheet is to be printed and filled and signed by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

EMILIA ROMAGNA

- Name of the Entity/Organization/

GRUPPO DI AZIONI LOCALI
VALLI MARECCHIA E CONCA

Stamp (if available)

Signature:

- Name the Representative:

ARCH. DORLINGHIA

- Place:

NOVA FECTRIA

- Date:

.....



Allegato A.2) Altri membri firmatari

(Questa pagina deve usata e compilata da ogni membro)

- Regione/Paese:

Emilia Romagna

- Nome dell'ente/organizzazione

L'ALTRA ROMAGNA S.CONS. A R.L

- Nome del Referente :

MAURO PAZZAGLIA

- Luogo:

SARSINA

- Data:

21 giugno 2022

Timbro (se disponibile)

Firma del Referente



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Annex A.2) Other Signatory Members

(This sheet is to be printed and filled and signed by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

EMILIA ROMAGNA

- Name of the Entity/Organization/

UNIONE DI COMUNI
VALMA RECCHIA

Stamp (if available)

TIMBRO
EMR

- Name the Representative:

SABBA STEFANIA
PRESIDENTE

Signature:

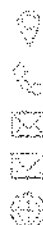
FIRMA

- Place:

NOVAFELTRIA

- Date:

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Allegato A.2) Altri membri firmatari

(Questa pagina deve usata e compilata da ogni membro)

- Regione/Paese:

ITALIA

- Nome dell'ente/organizzazione

UNIONE DELLA
ROMAGNA FAENTINA

- Nome del Referente:

MASSIMO ISOLA -
PRESIDENTE

- Luogo:

FAENZA (RA)

- Data:

5-08-2022



Allegato A.2) Altri membri firmatari

(Questa pagina deve usata e compilata da ogni membro)

- Regione/Paese:

.....

- Nome dell'ente/organizzazione

*Ente Parco Interregionale
Sasso Simone e Simoncello*



Timbro (se disponibile)

.....

- Nome del Referente :

Lino Gosbi'

Firma del Referente

.....

- Luogo:

.....

- Data:

.....

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MOLISE/ITALY

- Name of the Entity/Organization/

MUNICIPALITY OF GAMBATESA

Stamp (if available)

- Name the Representative:
Carmelina Genovese

Signature:


- Place: ANCONA

- Date: 18/05/2022

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MOLISE/ITALY

- Name of the Entity/Organization/

JUSTMO'

Stamp (if available)

- Name the Representative:
Michele Fratino

Signature:



- Place: ANCONA

- Date: 18/05/2022

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MOLISE/ITALY

- Name of the Entity/Organization/

CREATIVIN

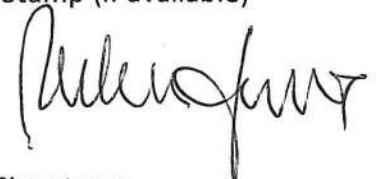
- Name of the Representative:

Michele Durante

- Place: ANCONA

- Date: 18/05/2022

Stamp (if available)



Signature:

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MOLISE/ITALY

- Name of the Entity/Organization/

INTERNATIONAL STUDIES COLLEGE S.R.L.

- Name the Representative:
BIAGIO TESTA

- Place:
CAMPOBASSO

- Date:
23/06/2022



Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

MOLISE/ITALY

- Name of the Entity/Organization/

ASSOCIAZIONE MOLISE ECCELLENZE

- Name the Representative:

DOMENICO COLELLA

- Place:

CAMPOBASSO

- Date:

16/06/2022

Stamp (if available)

MOLISE
EcceLlenze
ASSOCIAZIONE Promozione Territoriale
"MOLISE ECCELLENZE" - APS
C da Colle delle Api, 1338 86100 Campobasso
C.Fiscale 92080890707
PEC: moliseecellenze@pec.it Mail: info@moliseecellenze.it

Signature:



Annex A.2) Other Signatory Members

- Region/ country:

Zadar County, Croatia
.....

- Name of the Entity/Organization/
Tourist Board Ravni kotari
.....

- Name: the Representative:
Vanja Čvrlijak
.....

- Place:
Benkovec
.....

- Date:

...5th of May 2022.....



Annex A.2) Other Signatory Members

- Region/ country:

Zadar County, Croatia
.....

- Name of the Entity/Organization/
Heritage Museum Benkovac
.....

- Name the Representative:
Marin Ćurković
.....

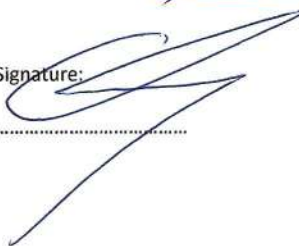
- Place:
Benkovac
.....

- Date:

...5th of May 2022.....



Signature:



.....

Annex A.2) Other Signatory Members

- Region/ country:

Zadar County, Croatia
.....

- Name of the Entity/Organization/
Heritage Museum Biograd na Moru
.....

- Name the Representative:
Draženko Samardžić
.....

- Place:
Biograd na Moru
.....

- Date:

...5th of May 2022.....



Stamp (if available)
.....

Signature:
.....


Annex A.2) Other Signatory Members

- Region/ country:

Zadar County, Croatia

- Name of the Entity/Organization/

Nature park Vransko lake

- Name the Representative:

Danijel Katičin

- Place:

Pakoštane

- Date:

...5th of May 2022.....



Stamp (if available)

Signature:

Annex A.2) Other Signatory Members

- Region/ country:

Zadar County, Croatia
.....

- Name of the Entity/Organization/

Maškovića Han
.....

- Name the Representative:

Hrvoje Anić
.....

- Place:

Biograd na Moru
.....

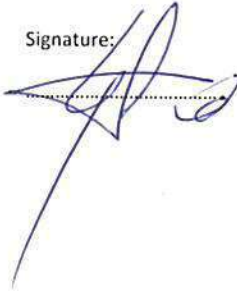
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...5th of May 2022.....

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HAN 2020 d.o.o.
Vrana, Dr. Franje Tuđmana 45

Signature:



Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

ISTRIA

- Name of the Entity/Organization/

TOURIST BOARD OF CENTRAL ISTRIA

- Name the Representative:

SANDA KANTARUJIC


- Place:

PAZIN


- Date:

13.06.2022

Stamp (if available)



Signature:



Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

CROATIA

- Name of the Entity/Organization/

EZEA d.o.o.

Stamp (if available)

EZEA d.o.o.
P U L A, Dobricheva 24

- Name the Representative:

FLORIS MILOHANOVIC

Signature:



- Place:

PAZIN

- Date:

8.6.2022

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

CROATIA

- Name of the Entity/Organization/

ETNOGRAFSKI MUZEJ ISTRE

- Name the Representative:

IVONA ORLIC

- Place:

PAZIN

- Date:

8.06.2022.

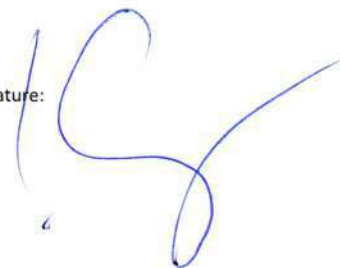
etnografski muzej istre



Stamp (if available)

Museo Etnografico dell'Istria

Signature:



Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

CROATIA

- Name of the Entity/Organization/

IZO ŽMINJ

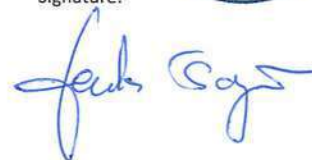
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- Name the Representative:

LENKA ŠAJNA

Signature:



- Place:

ŽMINJ

- Date:

8/6/2022

Annex A.2) Other Signatory Members

(This sheet is to be printed and filled by any other members. Each signed signatory member's sheet will be added to the Memorandum of Understanding)

- Region/ country:

Croatia

- Name of the Entity/Organization/

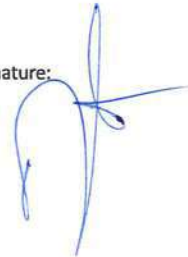
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- Name the Representative:

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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. 5.4.2. ROADMAP FOR CROSSBORDER OBSERVATORY NETWORK 2022-2027

1 January 2022- 30 June 2022

MADE IN-LAND Project

Id 10048184

WP 5:	Capitalisation of the project model and strategy
Deliverable 5.4.2:	RoadMap
Activity 5.4.:	Set up of Permanent Crossborder Observatory
PP in charge:	LP – Marche Region
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1. FORWARD

During the past decade Inland Areas has undergone drastic alteration as a result of complex and contradictory transformation dynamics. In recent years, the inland landscape has acquired an increasingly important role for the maintenance and development of territorial quality and individual and collective well-being. According to **the European Convention on the Landscape** (2000), the inland landscape, as a set of indivisible and mutually reinforcing natural and cultural element that interact with each other, is worthy of protection in all its parts. In Europe inlands territorial dynamics pose persistent challenges to maintaining diverse landscapes both as European heritage and, in their capacity, to provide vital functions and services. Under the competence of **cohesion policy**, the EU is attempting to improve policy making by better policy coordination and respecting regional specifics.

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

In addition, cross-border cooperation programs such as **the Italy - Croatia cross-border cooperation program 2014-2020** (approved in 2015) aims to contribute to the realization of smart, sustainable and inclusive growth to achieve greater territorial and socio-economic cohesion of both countries.

In this context, "**MADE IN LAND MAnagement and DEvelopment of INLANDs**" project focused on enhancing the physical and distant accessibility of Inland areas by developing and integrate innovative technologies to attract tourists and raise public awareness about Inland landscape. The pilot actions "Territorial Brand", Virtual Ecomuseum and the OSIC One stop Information centre, that have been implemented by project partners in the last two years, represented an immediate way to enhance the heritage of the inland areas as well as binding to long-term objective of contributing to the sustainable development of territory, the safeguarding of existing resources, the improvement of accessibility, revitalization of local communities and their economies and the expansion of tourism seasonality.

2. WHY DO WE NEED A ROAD MAP

The complexity of cultural and natural heritage in inland area and the issues linked to the management of the **permanent cross-border observatory** means that a synergy needs to be developed between different stakeholders considering their cultural and geographic diversity or their position on a local, national or transnational level. After have defined a common vision through the Crossborder strategy and an action workplan, it is essential to define a programmatic approach for identifying resources and funds to ensure effective delivery and implementation for the future period. The delivery of the roadmap represents a transformation in ambition as regards the development of inlands areas and its benefits will be far reaching recreation and tourism offerings and enhance health and wellbeing of the territories.

3. FOR WHOM IS THIS ROADMAP INTENDED

This roadmap is address to national, regional and local stakeholders who are involved in the Permanent Crossborder Observatory Network:



4. THE COMMON VISION

To Enhance the protection and valorisation of the natural and cultural unexploited capital of inland areas by means of tourism development and improved accessibility which ensure the increasing of the specific value of hinterland cultural and natural heritage and their conservation through the empowerment of local communities”

5. THE STRATEGIC OBJECTIVES

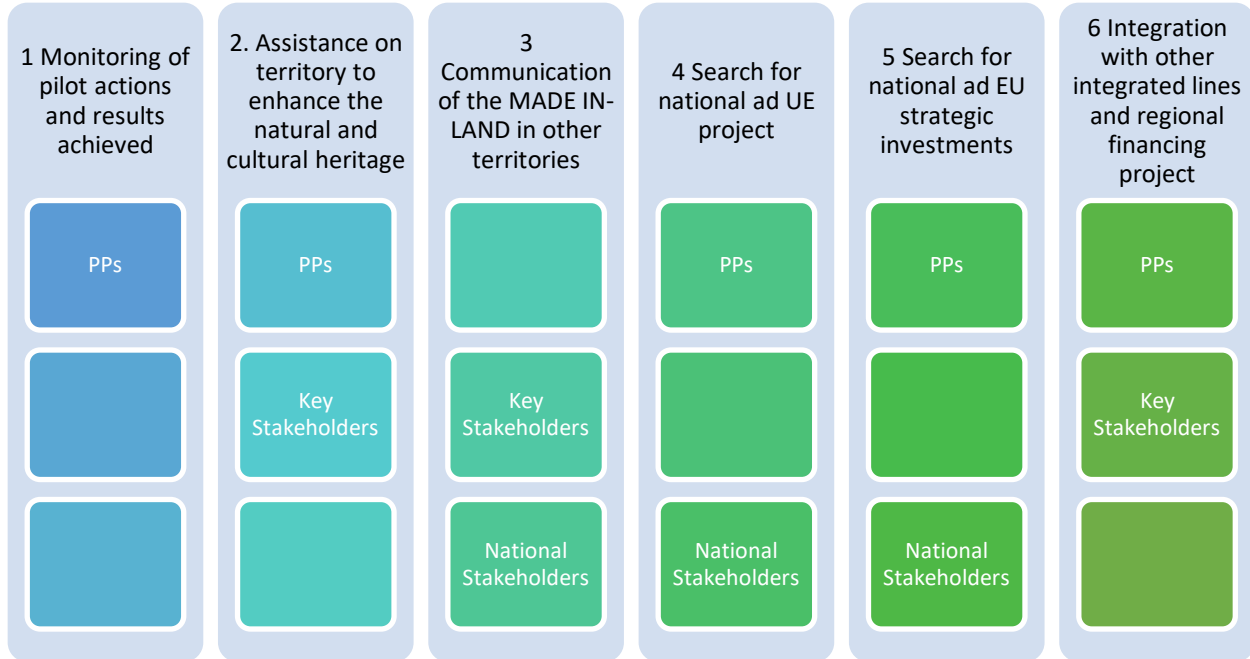
Based on role of the Permanent Cross-border Observatory in capitalizing Crossborder strategy and, the activities presented in this roadmap will be geared toward achieving four strategic objectives:

- 1) Enhance the networking between Italy and Croatia for the valorization of natural and cultural heritage of inland areas
- 2) Support the replicability of the Action plan through new digital and innovative projects
- 3) Enhance public-partnership relations of the five pilot actions
- 4) Improve an effective, efficient and sustainable tourism system for seasonal touristic flow

6. IMPLEMENTING PRINCIPLES

- Enhance the Cross border permanent observatory network for valorizing the natural and cultural capital of inland areas through their innovative role in terms of touristic management and territorial governance
- Develop **new synergies** within the PCO members and stakeholders from other sectors (among the different scientific fields of study, between stakeholders: decision-makers, socio-economic players, local communities or the civil society at large, donors etc.) to promote and valorize the natural and cultural heritage.
- Promote **collaborative approach** for the enhancement of natural and cultural capital of inland areas and strengthen the **effective collaboration**, exchanges and mutual assistance between PCO members and ensure the sustainability and effectiveness through the designing of new projects.
- Strengthen the commitment of the local stakeholders in the management of the pilot action and in the monitoring process
- Based on the examples of the pilot actions, promote community driven ideas and the development of a sustainable territorial development (enhancement of natural and cultural assets as elements of the landscape heritage, social sustainability, landscape system, the development of new mobility system).
- Plan and implement the **communication activities** proposed in the roadmap according to the MOU agreement measures in force, taking into account the role of involved national institutions.
- Consider the evaluation and monitoring of public policies and funding in Europe as a **cornerstone for improving the network's** performance. The roadmap's results will be assessed to define new targets beyond 2027.

7. PROPOSED ACTIVITIES



8. IDENTIFICATION OF FINANCIAL INSTRUMENTS

Successful delivery of the roadmap requires a committed resourcing and funding to ensure effective delivery and implementation, for this reason PCO will undertake a proactive role in facilitating the identification, development, and finance of new Projects.

This section provides a detailing program opportunities that can be used for financing the protection and conservation of cultural heritage as well as of the natural landscape as an important element for the development of the inland areas. The Council of Europe Framework Convention on the Value of Cultural Heritage for Society emphasizes the value and potential of cultural heritage widely used as a resource for sustainable development and quality of life in a constantly evolving society. Promotion and presentation of the diversity of cultural and natural heritage is essential as an economic driver as well as a key element for the development and implementation of sustainable economic recovery packages. It also stated that investment in

heritage has a direct impact on the growth of cultural tourism which leads to long-term social and economic benefits.

This section reports on EU funding program (Horizon, current Funding Instruments -Major opportunities to get your project off the ground) and possible synergies with existing projects.

FUNDING INSTRUMENT		
EU programmes and funds financed from the EU budget and NextGenerationEU		
CULTURAL POLICIES	HERITAGE	Several EU funding programmes support cultural heritage under the current Multiannual Financial Framework, the EU’s multiannual budget covering the period between 2021 and 2027
Creative Europe		<p>Creative Europe programme 2021-2027 provide a 2.44 billion of support across 2021-2027. One of the sectors included in the program is the Cultural heritage that encompasses a broad spectrum of resources inherited from the past in all forms and aspects. Cultural heritage is tangible (castles, museums, works of art); intangible (songs, traditions, etc.); digital (born-digital and digitised)</p> <p>The main objectives of the programme are to safeguard, develop and promote European cultural and linguistic diversity and heritage increase the competitiveness and economic potential of the cultural and creative sectors, in particular the audiovisual sector.</p>
Digital Programme	Europe	The Digital Europe Programme (DIGITAL) is a new EU funding programme of 7.6 billion, for the period 2021-2027, focused on bringing digital technology to businesses, citizens and public administrations. The Digital Programme can be a particularly relevant financial instrument to fund projects providing all the different cultural and creative organisations with access to the <u>newest digital technology and support the improvement of digital skills</u> targeted as IT professional, entrepreneurs, and other professional
Connecting Facility	Europe	The Connecting Europe Facility with a budget of 33.7 billion for the period 2021-2027 aims to build, develop, modernize the trans-European networks in the transport, energy and digital sector. In order to empower cultural heritage sector in its digital transformation. ACTION Digital: contributing to the deployment of digital connectivity infrastructure.

	<ul style="list-style-type: none"> • Address challenges and opportunities related to the reuse of digital cultural heritage in research • Help build up the digital capabilities of cultural heritage professionals involved in cross-sectoral projects
Horizon Europe	<p>Horizon Europe is a scientific research and innovation multiannual program with a total program budget for the period 2021-2027 of 95.5 billion.</p> <p>Opportunities Under the Pillar 2 of Horizon Europe, Cluster 2 "Culture, Creativity and Inclusive Society" focuses on challenges pertaining to democratic governance, cultural heritage and the creative economy, as well as social and economic transformations.</p> <p>Pillar 2 supports research relating to societal challenges and technological and industrial capacities, through clusters. It is of especially high relevance for the cultural and creative sectors, as it can support sustainable innovation, job creation, and improved working conditions. It can also tap into the full potential of cultural heritage, arts and cultural and creative sectors and industries.</p> <p>Research and innovation can support access to common heritage through new technologies, high quality digitisation and curation of digital heritage assets and by developing solutions for sustainable and inclusive cultural tourism</p>
European Institute of Innovation and Technology (EIT) - Knowledge and Innovation Community (KIC)	<p>The EIT's Knowledge and Innovation Communities are panEuropean partnerships bringing together businesses, research centres and universities.</p> <p>A new Knowledge and Innovation Community (KIC) dedicated to supporting innovation ecosystems in the Cultural and Creative Sectors and Industries will aim at strengthening ecosystems, which is the most efficient way to support innovation and CCSIs, linked to cultural heritage.</p>
Natural Resources and Environmental	<p>The EU budget is and will continue to be a driver of sustainability, investing in sustainable agriculture and maritime sectors, along with climate action, environmental protection, food security and rural development. Some of the programmes under this heading support the EU's environmental and climate objectives (such as the programme for environment and climate action (LIFE) and the Just Transition Fund).</p>
Programme for Environment and Climate Action (LIFE)	<p>The LIFE programme is the only EU funding programme entirely dedicated to environmental, climate and energy objectives. It contributes to the shift towards a clean, circular, energy efficient, climate-neutral and climate-</p>

<p>5.43 billion for 2021-2027)</p>	<p>resilient economy, including through the transition to clean energy, to protect and improve the quality of the environment. To date, LIFE has co-financed more than 5,000 projects.</p>
<p>European Agricultural Fund for Rural Development (EAFRD)</p>	<p>In terms of specific objectives, the programme seeks to develop, demonstrate and promote innovative techniques, methods and approaches to reach EU environmental and climate goals. It is also to support the development, implementation, monitoring and enforcement of relevant Union legislation and policy, including by improving governance at all levels.</p> <p>With a budget of 87.44 billion for the period 2021-2027, the program aims to promote social inclusion, poverty reduction and economic development in rural areas, with a focus on (i) facilitating diversification, creation and development of small enterprises, as well as job creation (ii) fostering local development in rural areas.</p> <p>It is a financial instrument are a sustainable and efficient way to invest in the growth and development of people, businesses and resources in the agriculture and forestry sectors as well as in the rural economy. They can support a broad range of development objectives to the benefit of a wide range of recipients with the potential for funds to be reused for further investments.</p>
<p>European Regional Development Fund (ERDF) programme</p>	<p>is structured around specific themes known as Strategic Interventions, administered by Lead Partners. EUR 226 billion for ERDF (including EUR 9 billion for the Interreg programme). Within ERDF, the Interreg programme supports cross-border (Interreg A and IPA), transnational (Interreg B) and interregional (Interreg C) cooperation</p>
<p>Interreg Europe</p>	<p>Interregional cooperation received 379 million euros from the European Regional Development Fund (ERDF). Close to 90% is planned for interregional cooperation projects. Programme focuses its investments in SIX Topics:</p> <ul style="list-style-type: none"> - SMART (Research & innovation capacities; Digitisation; SME competitiveness; S3, industry and entrepreneurship; Digital connectivity) - GREEN (Research & innovation capacities; Digitisation; SME competitiveness; S3, industry and entrepreneurship; Digital connectivity) - CONNECTED - SOCIAL (Education, Social inclusion, Integration of third-country nationals, Health care, Culture and sustainable tourism)

	<ul style="list-style-type: none"> - CITIZENS (Integrated urban development; Integrated non-urban development) - GOVERNANCE
ADRION PROGRAMME	<p>The Interreg V-B Adriatic-Ionian programme, better known as ADRION, is one of the instruments dedicated to the implementation of the EU Cohesion Policy.</p> <p>By creating funding opportunities, ADRION’s purpose is to contribute to reduce the disparities in the Adriatic-Ionian region. To achieve this, MEUR 118 MILION has been allocated</p> <p>Programme focuses its investments in four Priority Axes, namely:</p> <ol style="list-style-type: none"> 1. Innovative and smart region <p>Promoting business investment in R&I, developing links and synergies between enterprises, research and development centres and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, ecoinnovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation.</p> <ol style="list-style-type: none"> 2. Sustainable region <p>Conserving, protecting, promoting and developing natural and cultural heritage; Protecting and restoring biodiversity and soil and promoting ecosystem services, including through Natura 2000, and green infrastructure.</p> <ol style="list-style-type: none"> 3. Connected Region <p>Developing and improving environment-friendly (including low-noise) and low-carbon transport systems including inland waterways and maritime transport, ports, multimodal links and airport infrastructure, in order to promote sustainable regional and local mobility.</p> <ol style="list-style-type: none"> 4. Supporting the governance of the EUSAIR <p>Enhancing institutional capacity of public authorities and stakeholders and efficient public administration by developing and coordinating macro-regional and sea-basin strategies.</p>
Italy Croatia	<p>The Italy – Croatia 2014 – 2020 CBC Programme is the financial instrument supporting the cooperation among the two European Members States territories’ overlooking the Adriatic Sea that. The cross border approach will tackle common opportunities and challenges in the Area, such as</p>

- Strengthening (blue) innovation
- The rise of environment quality conditions and climate change adaptation
- **Protection of cultural and natural heritage**
- Sustainable transport development

The new **Interreg Programme Italy-Croatia 2021-2027** has been submitted to the **European Commission in March 2022**

Research and identification of new potential projects for the evolution of the results achieved by Made in-land

MANAGEMENT OF RURAL HERITAGE

The use of cultural and natural resources, incorporating all the actors involved in its management and creating models of economic and social development and territorial sustainability with them all, fostering the rural areas identity without copying or moving models from other environments, but tailoring them.

Improve policies and programmes addressing heritage in rural territories, taking into account the peculiarities and cultural identities

Promoting and developing natural and cultural heritage in Europe using Greenways

Greenways are "Communication routes reserved exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low -risk for users of all abilities. In this respect, canal towpaths and disused railway lines are a highly suitable resource for the development of greenways. The project should improve coordination among the different key actors:

- to develop governance systems to manage Greenways;
- to identify models and good practices for the protection and maintenance of Greenways;
- to identify financial instruments and funding for Greenways
- to promote Greenways and product development.

Strengthening Public Private Partnership skills

Developing a shared culture of public-private partnership, favoring its diffusion and paying particular attention to the creation of specialized know-how for Regional officers focusing on PPP as tool to be used by

to support Cultural Heritage valorisation	Public Administrations to transform dismissed public assets through private actors involvement so to respond to (social and) cultural purposes strictly connected to the territory in which these assets are located.
DIGITALISATION	Effective reference for stimuli and solutions useful for triggering innovative developments in the sector of digitization of natural and cultural heritage, especially in relation to new policies and future initiatives being defined to support the territory

PARTNERS	FINANCED PROJECTS to foster Made in Land results
Marche Region, Zadra Nova	BOOST5 - Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, offroad, industrial and natural heritage (2022-2023)
PP1	<p>ARCH _ Advancing Resilience of Historic Areas against Climate-related and other Hazards; H2020 (v. qui);</p> <p>RE-LAND _ REsilient LANDscapes; Cooperazione scientifica Italia-USA (fondi Maeci - v. qui); (GIA' INDICATO NELLA LISTA DI CATIA RE)</p> <p>PRE-PLAN _ PREventive PLANning for disaster resilient territories; progetto di Ateneo su fondi FAR;</p> <p>BETTER Life _ Bringing Excellence to Transformative Socially Engaged Research in Life Sciences through Integrated Digital Centers; HE.</p> <p>COASTING+ - Transferring Coastal Integrated governance for sustainable tourism -INTERREG MED PROGRAMME Transferring and Mainstreaming projects</p>
PP3	-
PP4	-
PP5	<p>ECO Hosting.NET – European network of eco-host in wild nature (2020-2023)</p> <p>Access IT – innovation for Accessible Tourism in Natural and Rural Areas (2019-2022)</p>

PP6	<p>TAKE IT SLOW (December 2022)- Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow</p> <p>VODIME (June 2023)- This project is aimed at strengthening resilience to climate change of vulnerable sectors of water resources management, agriculture, energy and tourism in a specific area of Imotski Region.</p>
PP7	- AgroSTEM (European Social Fund)
PP8	-
PP9	-