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MADE IN-LAND Project e-newsletter no. 1

Hi,

You must be very busy and you might be immersed in the Christmas atmosphere already, but here is a **short update on how MADE IN-LAND project has been developing** over last several months.

Why? Because we believe **you have much needed qualities, but also reasons, to actively join the project** and that you have had, at least once, a great idea on how to improve the situation in the inland of your region. And we cannot wait to hear it soon. 😊

Until then, get to know what is already being done by hardworking actors on the project.

In this newsletter you will find the following:

- [ABOUT THE PROJECT](#) 📄
- [PROJECT EVENTS](#) 📅
- [LOCAL EVENTS](#) 🏠
- [LOCAL COMMITTEE WORKSHOPS](#) 🗺️
- [UPCOMING PROJECT EVENTS](#) 📅
- [INTERVIEW](#) 🗣️
- [HOW YOU CAN CONTRIBUTE](#) 📝

ABOUT THE PROJECT 📄

Project MADE IN-LAND gathers Italian and Croatian partners aiming to promote the cultural and natural heritage of the hinterland, improve the connection between coastal and continental areas and valorize continental tourism potential.

More info: <https://www.italy-croatia.eu/web/madeinland>

PROJECT EVENTS 📅

Kick off meeting, Ancona 6-7 May 2019 - MADE IN-LAND Kick off meeting was held in Ancona (Italy) on 6th and 7th of May 2019 with aim to discuss overall activities, working methodology, project management tools, project activities and deliverables, as well as work plan for activities implementation.



Steering Committee meeting, Riccia 28-29 November 2019 - The Municipality of Riccia (Italy) hosted the second Steering Committee meeting. During the meeting, each project partner presented analysis of the cultural and natural assets in their area and initial plans for the development of pilot activities in each project region.



LOCAL EVENTS 🏠

After the Kick off meeting, some project partners have organised promotional events to present MADE IN-LAND locally.

HR Zadar, September 26th

During the conference, "Looking into the inland" organized in Zadar, on September 26th 2019, by ZADRA NOVA (Croatia), more than 15 interesting speakers from the tourism sector during the presentations and panel discussions talked about possible measures for development of inland area of Zadar region. The event has attracted more than 70 participants showing their interest in project activities.



More info: <https://www.italy-croatia.eu/web/madeinland/-/made-in-land-regional-event-successfully-held-in-zadar>

IT Camerino, October 31st

On October 31st 2019 at Rectorate of University of Camerino, Marche Region (Italy) as Lead partner organized the Regional Event for the presentation of the project MADE IN-LAND to local stakeholders.

The event was an opportunity not only to present the project but also to involve stakeholders in a permanent Local Committee that will support the project partners all along the project implementation.



More info: <https://www.italy-croatia.eu/web/madeinland/-/regional-event-made-in-land-in-camerino-31st-october-2019>

IT San Leo, December 10th

On December 10th 2019 Municipality of San Leo (Italy) organised the regional conference for the presentation to the local stakeholders. Panel discussion has contributed to point out possible solutions and resources to enhance the internal areas and increase the flow of tourists from the coast to the hinterland.



More info: <https://www.italy-croatia.eu/web/madeinland/-/regional-event-organised-in-san-leo>



What experts say

We have to start functioning together for the good of tourists, tourism in general, our tourist product and our destination's image.

Vanja Čvrliak, the director of Ravni kotari tourist board (Zadar region)

LOCAL COMMITTEE WORKSHOPS

Agency for rural development of Istria - AZRRI (Croatia) organized MADE IN-LAND Local committee workshops on Gortanov brijeg near Pazin on 11th of December 2019, involving the most relevant stakeholders. Participants of workshops were representatives of regional (local) public authority, representatives of some Istrian cities, local Tourist boards, as well as other stakeholders from the public and private sectors. The aim of the workshops was to bring together relevant stakeholders who will, through the participatory approach, come up with the idea of how to increase the attractiveness of Istria inland areas, and put that concept into reality.



On 18th of December 2019 **ZADRA NOVA (Croatia)** gathered stakeholders from Zadar County on a specific meeting and discussed the topics related to tourism in the inland areas of Zadar County. The meeting took place in COIN coworking space in Zadar and included three specific workshops with the participants from a wide range of stakeholders - local government representatives, the cultural and natural management and supervision institutions, touristic boards and agencies, family agricultural businesses and tourism related entrepreneurs.





UPCOMING PROJECT EVENTS

In the next period, partners from Italian project regions will organize three Local Committee workshops while one Regional event will be organized in Istria County.

INTERVIEW

Prof. Massimo Sargolini from University of Camerino (Italy) is Scientific Coordinator in the project. Read the [interview](#) with prof. Sargolini about technical and scientific approach to the project thematic activities.



HOW YOU CAN CONTRIBUTE

In order to help the inland fulfil its potential, we kindly invite you to **send us further suggestions and ideas** on how you think inland areas of your region can valorise their cultural and natural resources.

Furthermore, **carefully follow any future notice** by the relevant Local committee in your country as they will be communicating the most important project activities that you will be able to join.

Have a great weekend ahead.

Best regards,

MADE IN-LAND Project

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