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MADE IN-LAND Project e-newsletter no. 2

Hi there,

Unfortunately, due to the present COVID-19 crisis, we all find ourselves in the same unenviable situation in regard to our work, our free time and our everyday life in general.

Yet, we should not give up but rather get stronger and use this time we now have to learn and strive harder - to make our economies more resistant, more sustainable and stronger.

That is why we encourage you to take a moment and **get to know how MADE IN-LAND events, workshops and overall work in progress are on the way to positively impact existence of inland areas** in Italy and Croatia.

Enjoy your time reading and make sure you reach us with your ideas!

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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. Find more info on [project website](#).

PROJECT EVENTS 📅

3rd Steering Committee meeting, 22 April 2020 - After two SC meetings held in Ancona and Riccia in Italy, 3rd SC meeting was planned to be organized in Zadar, Croatia. Due to the health situation caused by COVID-19 and in accordance with the recommendations from Italy-Croatia Programme bodies, 3rd SC meeting was organized in online edition. At the meeting, representatives from all project partner institutions were present and presented state of art of their current and following project activities.



LOCAL EVENTS 🏠

After three promotional events that were organised in Zadar, Camerino and San Leo, additional two events were organised in Riccia and Pazin to present MADE IN-LAND locally.

🇮🇹 Riccia, November 29th 2019

The regional event of the MADE IN-LAND project was organized by the Municipality of Riccia in the form of a conference named "Internal areas and tourism between challenges, opportunities and strategic visions in the "invisible countries" and was held on

November 29th, 2019 in the Council Hall of the Municipality of Riccia. The conference included a welcome speech and introductory presentation by the Municipality of Riccia and Molise Regional Councilor, a project introduction by the project staff, two speakers and a discussions panel on the topic of valorisation of the inland through tourism. The total number of visitors was over 50.



🇮🇹 Pazin, February 6th 2020

The aim of the Regional Event held at the Educational Gastronomic Center of Istria on Gortanov brijeg near Pazin in organization of AZRRI - Agency for Rural Development of Istria Ltd. Pazin was to bring together relevant stakeholders



who, through a participatory approach, tried to come up with the idea of how to increase the attractiveness of rural areas of the inland area of Istria, and put this concept into reality. The participants of the Regional event were representatives of the regional and local self-government, the Istrian cities - Pazin, Buzet and Vodnjan, the municipalities - Žminj and Svetvinčenat, representatives of local tourist boards, and other stakeholders from the public and private sectors.

What experts say

Tourism in rural areas can already be sustainable. The only question is how many tourists we actually desire?

Ana Pejdo, PhD, Department of Geography, University of Zadar
(Read more in the interview below)



LOCAL COMMITTEE WORKSHOPS



On 10th January 2020 at Rectorate - University Campus of University of Camerino **Marche Region (Italy)**, as Lead partner, organized the first local committee Meeting for the presentation of the project "MADE IN-LAND - MAnagement and DEvelopment of INLANDs" to local stakeholders. The event in question, in particular, was a second occasion to meet the regional local stakeholders after the regional event in order to activate the local actor's network and start a direct involvement of stakeholder supporting the project actions at promoting inland natural and cultural heritage.

[Read here](#) about the main topics and the speakers.



After a well accomplished cooperation with the stakeholders and successfully organized workshops earlier, yet another encounter with the stakeholders took place on 17th of January 2020 in order to continue with the project development. **Zadar County Development Agency ZADRA NOVA (Croatia)**, together with University of Zadar, gathered different stakeholders from Zadar County on a specific workshop and discussed the topics related to the development of the inland areas.

[Click here](#) to find out about participants and their discussion.



On 27th January 2020 in Forlì (FC), at the hall of the Center for Peace / Environmental Education, **Authority for the management of Parks and Biodiversity - Romagna (Italy)** organized the first local committee Meeting for the presentation of the project. The purpose of the meeting was to create a network of local actors and start a direct involvement of stakeholder supporting the project actions at promoting inland natural and cultural heritage.

On the [link](#) find out about included local actors and the speakers.



On the 31st of January, **Marche Region (Italy)**, as Lead partner, in collaboration with PP1 University of Camerino, organized a further important meeting with the local stakeholder committee set up for the implementation of project. The event followed the first Workshop of the local actors and was dedicated to another moment of participation of local stakeholders aimed to collect operational indications for the setting up the O.S.I.C. (One Stop Information Center: tourist-information structure to be set up in the upper Chienti valley as a pilot action financed by the project).

More information and agenda [can be seen here](#).



At the Medici Palace, on 14th February 2020 in San Leo, the **Authority for the management of Parks and Biodiversity - Romagna (Italy)** organized the second local committee Meeting of the project. The event was the opportunity to present the first draft of the common strategy to stakeholders and to resume and discuss the results of the first meeting held in Forlì.

[Find here](#) speakers and the Programme of the event.



The cooperation with the stakeholders for further development of the MADE IN-LAND project continued when yet another encounter with the stakeholders took place on 28th of February 2020 in Zadar. **Zadar County Development Agency ZADRA NOVA (Croatia)**, together with University of Zadar, gathered different stakeholders from public and private sector in order to further contribute to the planning of the Pilot action as well as to the development of the project Strategy.

To find out about the speakers and their presentations [click here](#).

INTERVIEW

Read the [interview](#) with members of project Scientific team, professors Ana Pejdo and Ante Blaće from University of Zadar about MADE IN-LAND Impact on wider Zadar region area. Interview was published in University's gazette Lanterna in December 2019.



NEXT STEPS

Although the global situation is not favorable, we are doing our best to bring MADE IN-LAND pilot actions to life.

So, carefully follow our website and social media sites to learn more. 😊

We also encourage you to proactively contact us if you think you can contribute in any way, as always.

Stay strong and don't let anything redirect you from the winning path. We can develop inland areas and our economies so they are more sustainable and more resistant to shocks such as the one we are facing.

Best regards,

MADE IN-LAND Project team

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