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## MADE IN-LAND Project e-newsletter no. 3

### CROSS-BORDER STRATEGY FOR INLAND AREAS

Hi,

Hopefully you are doing well!

It's been some time since our last newsletter and we want to inform you that there are new steps being taken in the direction of inland areas improvement in Italy and Croatia.

[Cross-border strategy](#) was presented in its entirety, and now you have a chance to read more about its most important parts - in today's newsletter.

Keep reading to inform yourself **what this important strategy is based on, what its vision is and through which activities it will come to fruition.**

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#### MADE IN-LAND AS A PART OF INTERREG ITALY-CROATIA IT HR

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](#).

The role of the INTERREG Italy - Croatia Cooperation Programs - in order to **facilitate collaboration between neighbouring European states and support the cohesion**, the European Union has focused on specific territorial cooperation programs called 'Interreg' (cross-border, transnational and interregional programs), since 2000. The aim of these programs is to find shared answers, in contiguous territories, on issues that have concerned the environment, health, sustainability, education, research, innovation and Small and Medium Enterprises, over the years.

**The Program has selected four Priority Axes each with related specific objectives:**

- **Blue innovation (OT 1)**, to increase cooperation between research and economic actors in the sector of blue economies;
- **Safety and resilience (TO 5)**, to promote adaptation to climate change and for risk management through the development of disaster management systems;
- **Environment and Cultural Heritage (OT 6)**, to make these assets levers for economic and territorial development, to restore biodiversity in the Adriatic and to reduce marine pollution;
- **Maritime transport (OT 7)**, to improve the quality, safety and environmental sustainability of maritime transport services.

#### THE SIGNIFICANCE OF MADE IN-LAND PROJECT 🇮🇹🇭🇷

The "MADE IN LAND Management and DEvelopment of INLANDs" project is part of Priority Axis 3 "Environment and cultural heritage", focusing on Specific Objective 3.1 which aims to **"make natural and cultural heritage a lever for sustainable territorial development and more balanced."**

The project launches an innovative challenge to the possibility of experimenting together (Italy and Croatia) intelligent, sustainable and inclusive growth, to be validated over time through some verification methods: the number of stakeholders involved in its management, the number of destinations with improved accessibility, the number of operators with certified quality and the number of new destinations promoted.

Other qualitative assessments, carried out directly by the users of the Pilot Actions (visitors, tourists), will make it possible to replicate the actions themselves and to adapt them to the specific objectives of the territories.

The start of development processes in the Inland areas, as intended by MADE IN-LAND, should be sought among the most significant elements that the territories present. The thematic area of **"Enhancement of natural, cultural and sustainable tourism"** represents the primary

interest of this document.

## INLAND AREAS: CURRENT SITUATION AND NEEDS 🗺️

### Territory structure

Territory structure in pilot area is significantly **diverse and rich**.

The preliminary analysis of the system of natural and cultural heritage, shows **the presence of a common element among the five pilot areas**.

Pilot areas of Istria and Emilia Romagna are characterized by **undeground caves**, which also present one of the best-known images of the Istrian landscape characterized by limestone rocks with karst phenomena.

The presence of **waterways** also unites five pilot areas. They create and ecological corridor between the protected areas of the mountain natural parks and the mouth areas. But, they are different relative to the pilot area. In Italian areas, the river areas share an ecological fragmentation caused by the settlements and infrastructure of the valley floor, while in Croatian areas, the condition appears different, by virtue of the geomorphological structure of the territories. The waterways are not affected by obvious urbanization phenomena, except in the mouth area.

**Abundance of agricultural areas** is another characteristic of pilot areas, although there seem to be factors of distinction present between them. For example, unlike the Istrian area, hilly orography in pilot areas of Marche and Emilia Romagna are more rugged and furrowed by waterways and cultivated soil is very fragmented by the signs of anthropization.

Other common elements are **natural parks** and other protected areas which express the richness and fragility of the environmental heritage, **historic villages** (which have more important role in Italy than in Croatia where they are mostly recognized by their tourist dimension) and historical and cultural heritage related to **Christian worship**.

### Strong compatibility

The Strategy is coherent with the framework of policies for inland areas both in Italy and Croatia.

**In Italy**, MADE IN-LAND is in line with the National Strategy for Inland Areas, an action plan directly linked to Italian Cohesion Policy. It encourages the competitiveness of the inland areas of the country by creating new opportunities, by making basic assets more available and by promoting local development projects that have set demographic growth as an objective.

**In Croatia**, programs for development of rural areas of Zadar and Istria Country are coherent with the MADE IN-LAND project. They are all aimed at economic, social and infrastructural development of rural areas, whereby MADE IN-LAND does not address agricultural production directly but considers those activities which can be implemented in the tourist development such as small family farms and organic production.

So, there is a **significant compatibility** regarding aims for valorisation natural and cultural heritage and related economic activities. The difference is that MADE IN-LAND project contains much more elaborated strategies for fulfilling this goal.

### Common elements

The preliminary analysis of the system of natural and cultural heritage, shows the presence of a common element among the five pilot areas: **the landscape**, intended as the result of the interaction between the nature and the culture, and between the assets and their context of belonging.

### Necessary activities

In order for the process of sustainable development of the inland areas to be supported by the valorisation of the system of natural and cultural assets, it is not enough to guarantee the conservation and correct use of the individual asset. It is necessary to implement actions that recognize how historical and natural resources are rooted in their context, which dynamics they have activated (functional, cultural, economic, social), which processes and synergies could develop in the future.

In this sense, **observing the five pilot areas through the common interpretation of the landscape is a first step in setting a strategic vision** for the Pilot Actions provided by Made in-Land.



## PILOT AREAS 📍

There are five pilot areas, each of them specific in terms of cultural and natural assets' significance.

#### HR ZADAR COUNTY

Compared to the other pilot areas, it stands out for the **proximity between the internal and coastal areas**, both characterized by highly recognizable natural and cultural heritage. Find more info on: <https://www.zadarska-zupanija.hr/>



#### HR ISTRIA COUNTY

Interpreting the landscape of the Istrian area, a system of morphological and cultural relationships emerges, still recognizable in its historical roots: a **widespread naturalistic matrix, in which the signs of anthropic transformations are grafted**. Find more info on: <https://www.istra-istria.hr/hr/>



#### IT MARCHE REGION

**The ancient villages, built on the hills of the Chienti valley**, constitute a symbolic image that makes the morphological and functional relationships with the valley manifest. Find more info on: [https://www.citypopulation.de/en/italy/admin/11\\_marche/](https://www.citypopulation.de/en/italy/admin/11_marche/)



#### IT MOLISE REGION

The major places of identity, recognized by the communities, pass through time: **the Roman archaeological areas (Sepino, Altilia), the ancient paths of the transhumance (I Tratturi), the fortified medieval villages from the De Capua dynasty**, the naturalistic areas still today subject to new method of use (Bosco Mazzocca and Lago di Occhito). Find more info on: <http://en.comuni-italiani.it/14/>



#### IT EMILIA ROMAGNA REGION

The pilot area of Emilia Romagna, in its vast extension, is characterized by a multiplicity of territorial morphologies, natural environments and historical contexts, which reveal possible continuity between the coastal area and the inland areas. The guidelines of the pilot area are **two river corridors (Valmarecchia and Valconca), a great itinerary along the Romagna Apennines and San Leo**, that is a village of excellence that condenses within itself the main historical and cultural assets of the pilot area. Find more info on: <https://www.regione.emilia-romagna.it/>



### STRATEGIC OBJECTIVES

Two STRATEGIC OBJECTIVES can be outlined, aimed at the recognition and enhancement of landscape resources, as well as the innovation of the territorial fruition methods, towards which the two countries (and pilot areas) can aim:

**a.1 Valorisation of the natural and cultural system: interaction with the context**

**a.2 Development of new way of use of the assets**

### FIELDS OF ACTION

FIELDS OF ACTION of the Cross-border Strategy are built on the above two Objectives, chosen and substantiated taking into account the peculiarities of the different territories. They are represented through three types of Pilot Actions: **the Territorial Brand, the Virtual Ecomuseum, the One Stop Information Centres**.

■ In itself, a more or less exhaustive list of individual assets, even if singular, would not be sufficient to make a given territory recognizable if it were not strongly integrated between the different elements that compose it and between elements and context: each reading and each description would not be complete and exhaustive if the elements of the natural and cultural heritage did not come into close relationship with each other and with the places in which they are located.

■ The 'descriptive units' of the contexts, which can be identified, could define the relationships between the villages and the surrounding cultivated landscape, the system of protected areas and places of water, geological emergencies and medieval fortifications, historical and cultural itineraries and natural spaces, and other areas of relationship of the specific contexts of each of the pilot areas.

■ New forms of use, use and enjoyment of the assets contained in the territories can also find space through renewed ways of promotion and communication, which are able to intrigue and attract visitors by offering direct (physical) and innovative (virtual) experiences, in form, in the contents, in the modalities. Last but not least, the offer of accessibility for all in contexts suitable for use by people with disabilities.

### PILOT ACTIONS

The Pilot Actions of the five geographic areas of MADE IN-LAND can orient themselves towards this aim and experiment innovative ways through which to know, reach and use the systems of assets that characterize the territories:



Pilot Action "**Territorial brand**", linked to the recognition of the



system of local excellence and used to develop and implement an innovative territorial management and promotion system;



Pilot Action **"Virtual Ecomuseum"**, linked to the discovery of the natural and historical-cultural specificities of the area and to improve the virtual accessibility of the inland areas and their heritage;



Pilot Action **"One Stop Information Center"**, a hinge between fast and slow mobility and an informed access door to the use of inland areas.

## STAKEHOLDERS

In drafting the various types of Pilot Actions, a series of stakeholders were identified who participated in the respective Local Committees, expressing points of view and useful information for the development of subsequent project actions.

Among these, it is possible to highlight some relevant subjects that will be necessary for the realization and management phase of the projects: to do this, the design groups of the five pilot areas organized the subjects in question, drawing from their lists of stakeholders, both at the public level that at a private level, considering that each of the projects needs both legal dimensions in order to be completed and subsequently fully operational.

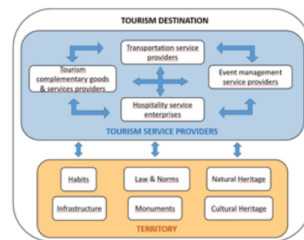
## SUSTAINABILITY AND INNOVATION

The innovative actions proposed by MADE IN LAND should be able to start the communities and territories concerned towards a truly sustainable environmental, economic and social system.

The careful attention that the Pilot Actions pay to technological innovation (ICT application, multimedia, virtual connections, apps, ...) must also be pushed towards local innovation, stimulating further experimentation that may have sustainable effects on the communities, economies and territory, thus helping to provide answers to some of the United Nations 2030 Agenda for Sustainable Development.

## THE VISION

The vision proposed by MADE IN LAND however intends to change the look and focus on the enhancement of the landscape systems that these capitals of individual (natural and cultural) assets can generate, looking beyond the nostalgic search for their lost characters or the unambiguous exaltation of their identity: we want to highlight a new interaction between the resources of nature and the resources of culture, investigating the relationships that are created in the contemporary world between these two articulations of landscapes.



## CONCLUSION

Finally, it can not be emphasized enough how important it is to achieve the interaction between natural assets, cultural assets and people that bring it to life with their actions.

This intersection on which tradition begins to be fully visible needs new and innovative value chains and means of communication in order for inlands to be recognized, visited and valorized.

That is why we all eagerly await Pilot Actions and are looking forward to follow their results.

We also sincerely invite you to actively keep your eyes on the project.

Best regards,

**MADE IN-LAND Project team**

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