



MADE IN LAND

Management and
Development of
INLANDS

*Italian and Croatian inlands: a hidden treasure
to protect, an unexploited capital to enhance*

PROJECT IN NUMBERS



5 regions



10 partners



2,21 M EUR
of total budget



1,88 M EUR of
ERDF co-financing



January 1st 2019 - June 30th 2021

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 www.italy-croatia.eu/madeinland

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PROJECT PARTNERS

Lead partner



Marche Region

Address: Via Gentile da Fabriano, 9
60125 Ancona, IT
Web: www.regione.marche.it

Partners



University of Camerino

Address: Piazza Cavour 19/F
62032 Camerino, IT
Web: www.unicam.it



Municipality of San Leo

Address: Piazza Dante Alighieri 1
47865 San Leo, IT
Web: www.comune.san-leo.rn.it



Molise towards 2000

Address: Via Monsignor Bologna 15/17
86100 Campobasso, IT
Web: www.moliseversoil2000.it



Zadar County Development Agency ZADRA NOVA

Address: Put Murvice 14
23000 Zadar, HR
Web: www.zadra.hr



Superintendenza for archeology fine arts and landscape of Marche region

Address: Piazza del Senato 1560121 Ancona, IT
Web: www.sabapmarche.beniculturali.it



Municipality of Riccia

Address: Via Bartolomeo Zaburri 3
86016 Riccia, IT
Web: www.comune.riccia.cb.it



University of Zadar

Address: Mihovila Pavlinovića 1
23000 Zadar, HR
Web: www.unizd.hr



Authority for the management of parks and biodiversity – Romagna

Address: Via Aldo Moro 2,
48025 Riolo Terme (RA), IT
Web: www.parchiromagna.it



AZRRI – Agency for rural development of Istria Ltd. Pazin

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52000 Pazin, HR
Web: www.azrri.hr

There is no valorisation or conservation of inland resources without an effective revitalisation of local communities: it is time to give them back the role of guardians and managers of natural and cultural heritage.

Italy and Croatia are composed of two interrelated parts of territory: the inlands, affected by marginalization processes that lead to an abandonment and decay of local resources, and the coastal belt, the ecosystems of which are increasingly threatened by human pressures. MADE IN-LAND will develop a cross-border strategy based on a win-win cooperation between coastal areas and hinterlands to limit the litoralization phenomena while unleashing the potential of inland natural/cultural assets. The project aims to enhance the protection and valorisation of natural and cultural heritage of inland areas by means of tourism development and improved accessibility, as well as by empowering local communities, which will be involved, through Local Committees, in the testing of three innovative management models (pilot actions):

1 ONE STOP INFORMATION CENTRE

conceived as a physical location in the Valle del Chienti (Marche – Italy) enriched with innovative IT systems for providing tourists with the information and services needed for accessing its cultural/natural heritage

2 TERRITORIAL BRANDS

for aggregating, qualifying and promoting the local services and products connected with the natural and cultural assets of Zadar and Istria County (Croatia) within an innovative TERRITORIAL MANAGEMENT SYSTEM

2 VIRTUAL ECO-MUSEUMS

based on an IT system connecting natural and cultural assets of Fortore (Molise – Italy) and San Leo (Emilia Romagna – Italy) areas within a virtual and augmented-reality environment for the improvement of their digital accessibility

MAIN OBJECTIVE

Protection and valorisation of natural and cultural unexploited capital of inland areas of partner regions.

Specific objectives

1. To support and improve the accessibility of cultural and natural heritage of inland areas
2. To connect the valorisation of the inland resources with the safeguard of local communities
3. To develop innovative models for the management of fragile inland landscapes

MAIN OUTCOMES

1 CROSS-BORDER STRATEGY AND ACTION PLAN

for the sustainable economic and territorial development of inland areas

5 LOCAL NETWORKS AND 25 STAKEHOLDERS

directly involved in actions aimed at promoting inlands' natural and cultural heritage

1 PERMANENT CROSS BORDER OBSERVATORY

for the capitalization of MADE IN-LAND tools towards the conservation of natural and cultural heritage in Italy and Croatia