

MADE IN-LAND Project

Technical Workshop & Final Conference

Ancona, 18th of May 2022

AGENDA

Location: Sala Meeting - HOTEL SEEPORT – Ancona
Via Rupi di Via XXIX Settembre, 12, Ancona

REGISTRATION IS KINDLY REQUESTED AT: <https://forms.gle/3k1B8qACQykCB2tf7>

ON LINE PARTICIPATION IS ALSO AVAILABLE:

Riunione Teams:

[link per seguire l'evento in LINGUA ITALIANA](#)

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The day will host the final conference of the Made in Land project and will provide an opportunity for a broader debate on the role of natural and cultural heritage for the development of inland areas.

In the first session the results of the project will be briefly summarised.

Made in Land is a cross-border project, included in the Italy Croatia 2014-2020 programming, axis "Environmental and Cultural Heritage" Specific Objective 3.1 "Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development".

The project has developed a Strategy to support the Italian and Croatian inland areas, based on the enhancement of natural and cultural assets through interaction with their own context and through innovative ways of using the assets themselves.

Starting from this vision, five pilot actions were activated in five Italian and Croatian areas. The pilot actions aim to promote the enhancement of the natural and cultural heritage of inland areas, through a proposal of integrated accessibility, an innovative use of digital tools, and the active involvement of public and private entities in the area.

In the second session, with the help of qualified external speakers, **a comparison will be activated between Made in-Land and other projects and researches related to local development**, the relationship between coast and inland areas, the role of tourism as a lever to start new forms of sustainable development.

In the third session, **the Permanent Crossborder Observatory of Made in-Land will be activated, through the signing of a Memorandum of Understanding among the signatory members**. The Observatory is constituted as a network of subjects interested in the enhancement of natural and cultural assets as a resource for the development of inland areas. The Observatory has the objective of encouraging the creation of synergies, relationships and network projects both between the signatory members and with external parties, to support the pilot actions promoted by Made in-Land and replicate other projects with the same objective. The Made in-Land Action Plan will also be validated on the day.

AGENDA

9.15	Station Coffee and Opening the Technical Workshop
FIRST SESSION	MADE IN-LAND PROJECT – FINAL PRESENTATION
9.30	<p>Welcome speech <i>Guido Castelli, Assessor, Marche Region</i></p> <p>Brief presentation of the day and of Made in Land project <i>Andrea Pellei, Raffaella Triponi-Marche Region, Directorate for EU and National Resource Integrated Planning</i></p>
10.00	<p>PILOT ACTIONS REALIZED BY MADE IN-LAND PROJECT <i>Introduction by Roberta Angelini and Paolo Santarelli, Technical experts of Made in-Land project, University of Camerino</i></p> <ul style="list-style-type: none"> ● One Stop Information Center, Muccia (IT)- Giacomo Andreani and Marco Ramazzotti, Globe Inside; Raffaele Giorgetti, GIO.com; ● MusLeo, San Leo (IT) – Otello Cenci, Made Officina Creativa, IT ● Virtual Eco Museum, Terr@ di Passo, Riccia (IT) – Michele Fratino, JustMO, IT ● The Quest for The 5th Element – Mrs Rahela Bošnjak and Mr. Krešimir Biškup, Feniks Projekti, HR ● Sense Route of Istria Heritage -Anica Dobran Černjul, Tourism expert Region of Istria, HR
11.00	PILOT ACTIONS EVALUATION - <i>Ante Blaće , University of Zadar</i>
11.15	Coffee Break
SECOND SESSION	PERMANENT CROSSBORDER OBSERVATORY LAUNCH
11.30	<ul style="list-style-type: none"> ● A Permanent Crossborder Observatory to support in land areas development through natural cultural assets' enhancement <i>Massimo Sargolini, Scientific coordinator of Made in-Land project and Director of School of Architecture and Design of University of Camerino</i> ● The experience of post-earthquake reconstruction <i>On. Giovanni Legnini, Extraordinary Commissioner of the Italian government for the 2016 earthquake reconstruction</i> ● The Topology of Marble: the Matter of Estremoz's Built Heritage <i>Cidàlia Silva, Lab2PT and School of Architecture, Art and Design, University of Minhom, Portugal</i> ● New polarities and services' hierarchy <i>Fabio Renzi, General Secretary of "Symbola" – Foundation for Italian Qualities</i> ● Recovering cities through redesigning urban areas <i>Francesco Alberti and Gastone Ave, University of Ferrara, Italy</i> ● Challenges of Measuring Tourism Sustainability <i>Izidora Marković Vukadin, Institute for Tourism, Croatia</i> ● Contemporary Issues Impacting Sustainable Tourism Development, <i>Vanja Krajinović, University of Zagreb, Faculty of Economics and Business</i> ● Capitalization of projects' results to fulfil new positive practices: BOOST5 Project <i>Davide De Nicolò and Anna Ressa, Tecnopolis PST – Italy, Lead Partner BOOST5 project</i>
THIRD SESSION	SIGNATURE CEREMONY OF MEMORANDUM OF UNDERSTANDING (M.o.U.)
13.00	<i>Institutional representatives presentation and signature of the MoU of the Permanent Cross Border Observatory</i>
13.30	Lunch break
	Press conference/ interviews TBC

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