

# Memorandum of Understanding

## D5.2.3

Work package:	5 Transnational Strategy and Roadmap for future implementation
Activity number:	5.2 Design of the transnational strategy
Partner in charge:	Emilia-Romagna Region
Partners involved:	All
Status:	Final, Version 1.0
Distribution	Public
Date:	30 June 2022

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## Introduction

The final activity of WorkPackage 5 of the RECOLOR project focuses on the preparation of a Memorandum of Understanding (MoU) agreed by the partner organisations, aiming to define the cooperation framework among them. It intends to establish stable and lasting relationships over time, after the end of the RECOLOR project.

With signing this MoU, the project partners, hereinafter referred to as “the Parties”, intend - in the framework of the Interreg Italy-Croatia Programme, Project RECOLOR “Reviving and Enhancing artworks and Landscapes Of the adRIatic” - to express their interest in a durable cooperation, after the RECOLOR Project: for integrating the planned project strategies into local policies; for enhancing the tourist potential of urban and natural landscapes in Croatia and Italy not fully exploited and not included in traditional tourist circuits; for implementing the actions necessary for setting-up and promoting local networks; for developing new projects with the aims of safeguarding and enhancing cultural and natural heritage.

The Parties, acknowledging:

- The need for protecting natural and cultural heritage and resources.
- The need for a more sustainable principles when using natural and cultural heritage.
- The heritage and resources as valuable assets of Italian and Croatian regions.
- The necessity to include the cultural and natural heritage in their systems for environmental protection.
- The importance and benefits of improving cooperation between Italian and Croatian regions through the implementation of intelligent solutions and innovative planning tools.
- The importance to encourage the active involvement of citizens and local communities in the decision-making process for the protection and enhancement of natural cultural heritage.

have reached the following understanding.

### Article 1 - Aim

The Parties welcome further cooperation between them and intend to establish stable and lasting relationships over time, after the end of the RECOLOR project. The cooperation mainly intends, but not only, to enhance the tourist potential of urban and natural landscapes in Croatia and Italy, characterised by relevant heritage often not included yet in traditional tourist circuits, and to develop new itineraries to visit the landscapes and heritage promoted within the RECOLOR project, encouraging a season adjustment and diversification of tourist offer, responding to the priorities of EUSAIR strategy.

### Article 2 - Activities

The Parties encourage direct cooperation, exchange experience and good practices, participation to joint events, taking in consideration the expertise and knowledge of each member. The Parties agree to be involved, each for the specific competence and availability, in the initiatives and activities carried on by the group. Concrete proposals, actions and details will be discussed between the Parties on a yearly basis. As an example, below a list of possible activities:

- Participate in thematic groups with local authorities on the integration of the planned strategies into local policies for enhancing cultural and natural heritage.
- Share data and methodology for promotion of tourist offers.
- Participate in awareness events and campaigns.
- Share publications/articles/website and any other useful documents.

### Article 3 – Transnational Strategy and Recommendations

The Parties participated in the elaboration of the recommendations useful for the development of their action plans for enhancing the tourist potential of urban and natural landscapes in Croatia and Italy and express their wish to implement them.

The Transnational Strategy (D.5.2.2) and Recommendations (D.5.3.1) have been formulated on the basis of:

- The outputs of the RECOLOR pilot actions.
- The results of the awareness raising campaign locally targeting key actors in public and private research entities, policymakers, international organisations, and stakeholders operating on natural cultural heritage protection from the RECOLOR partner areas.

The Transnational Strategy and Recommendations are the operational instrument that define tools, structures, and actions to be undertaken. They establish a roadmap for the future, in which the Parties undertake to participate.

#### Article 4 - Validity and effectiveness

The present MoU will take effect upon the date of signing of authorised representatives of all Parties and shall continue in full effect for 5 years. It has not a mandatory character, and it will not create any legal or financial obligations under national or international law.

Signed on 30 June 2022, in one original document in English.

Each involved partner receives a copy of the undersigned text.

**Lead Partner**

Name and function Morena Diazzi  
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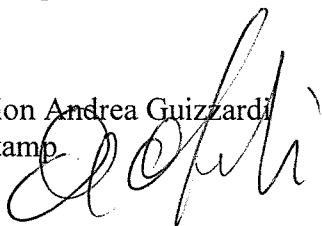
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