

MEMORANDUM OF UNDERSTANDING

Permanent Cross-Border Observatory

Final Version of 30/06/2023

OUTPUT Number 3.3

Project Acronym	BOOST5
Project ID Number	10419539
Project Title	BOOST5 Leveraging results of 5 IT-HR projects to boost touristic valorisation of cultural, off-road, industrial and natural heritage
Priority Axis	3
Specific objective	3.1
Work Package Number	WP 3
Work Package Title	Cluster thematic activities
Activity Number	3
Activity Title	Awareness raising and engagement
Partner in Charge	PP4 – Marche Region
Partners involved	All partners
Status	Final
Distribution	General public

Summary

1. Premise	3
1.1. Principles of the MADE IN-LAND and BOOST5 Permanent Cross-Border Strategy	4
1.2. Partners of MADE IN-LAND and BOOST5 projects.....	5
1.3. Pilot actions of MADE IN-LAND and project proposals from BOOST5.....	6
2. PCO objectives.....	7
3. PCO organization	8
4. PCO members and tasks	8
4.1. Organisation chart.....	8
4.2. Tasks member	9
5. Operative methods.....	9
5.1. PCO evaluation system.....	9
5.2. White Paper.....	<u>9</u>
6. Financial resources	11
7. PCO institution and duration	11
Annex A) LIST OF PERMANENT CROSS-BORDER OBSERVATORY MEMBERS.....	12
Annex A.1) Made in land Project Partners and Stakeholders.....	12
Annex A.2 and A.3) BOOST5 Project Partners and Stakeholders	<u>12</u>

1. Premise

Bearing in mind the Communication from the Commission of the European Parliament, the Council, the European economic and social Committee and the Committee of the regions – COM (2014) 477 dated 22/07/2014 – “Towards an integrated approach to cultural heritage for Europe”, encouraging the modernisation of the heritage sector, raising awareness and engaging new audience thanks to its intrinsic values;

Recognising the European Strategy for the Adriatic and Ionian Region (EUSAIR), endorsed by the European Council on the 24th of October 2014, aiming at promoting economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity;

Considering the four thematic pillars of EUSAIR and, in particular, Pillar 4 “Sustainable Tourism” focusing on the diversification of macro-region’s tourism products and services, tackling seasonality of tourism demand, improving both the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region;

Taking into consideration the Italy-Croatia Programme and the specific objective 3.1 “Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development”, as outlined within the Priority Axis 3 “Environment and Cultural Heritage”;

Acknowledging the European Tourism Agenda 2030 and the commitment of EU countries to make tourism greener, more digital, resilient, and included, to promote skills and support, and to enable policy framework and governance;

Welcoming Transition Pathway for Tourism to help EU industry lead the green and digital transformations and to boost the EU's global competitiveness and open strategic autonomy;

Recalling the European Green Deal that presents a roadmap for making the EU’s economy sustainable by turning climate and environmental challenges into opportunities across all policy areas and making the transition just and inclusive for all;

Underlining the **Council of Europe Landscape Convention** to promote the protection, management and planning of the landscapes and organises international co-operation on landscape issues.

“MADE IN-LAND. MAnagement and DEvelopment of INLANDs”, project financed by Interreg 2014-2020 within Italy Croatia Cross-border cooperation program, aims to make the natural and cultural heritage a lever for the sustainable development of inland areas. The constitution of **Permanent Cross-Border Observatory (PCO)** is part of the planned activities. This document aims to establish the Permanent Cross-Border Observatory of “MADE IN-LAND” that is expanded further by activities of Interreg Italy-Croatia “**BOOST5**” cluster project.

As an expected result of the Permanent Cross-Border Strategy, Marche Region has promoted the generation of new projects, like Interreg Italy-Croatia **BOOST5** (June 2022 - June 2023), participated by Marche Region with other seven (7) Italian and Croatian partners. The BOOST5 project tackles one of the main challenges of the Italian and Croatian Adriatic regions: valorising and preserving the rich and varied cultural heritage and taking advantage of it in a sustainable way to support economic development. Also, the BOOST5 project aims to overcome the negative impact of a pandemic; the latter proved tourism to be an economic force and a source of livelihood, raising awareness of this potential at the highest levels of government and amongst the public at large. However, it has also shown the fragility of the sector being highly fragmented, imbalanced, and still with low digital intensity. The BOOST5 cluster project capitalises on the results of five (5) previous IT-HR Interreg Italy – Croatia projects (ATLAS, MADE IN-LAND, UNDERWATERMUSE, TEMPUS, and REVIVAL).

Through the signature of this Memorandum of Understanding (hereinafter MoU), the Members formalise the successful constitution of the Observatory, sharing the principles of the Cross-Border Strategy, prepared in the context of the projects. These principles are summarised below.

1.1. Principles of the MADE IN-LAND and BOOST5 Permanent Cross-Border Strategy

The landscape, understood as the interaction between nature and culture, and as the interaction between natural and cultural assets and their context, is the element that relates the five (5) pilot areas of the MADE IN-LAND project.

In the Italian and Croatian inland areas, the promotion of new experiences related to food and wine, sports in nature, art, physical and spiritual well-being, can sustainably enhance the natural and cultural resources and the ancient traditions rooted in those territories.

This attractive potential of natural and cultural assets requires to be managed in an integrated way, as an increasingly effective resource to support slow, non-seasonal, conscious tourism, capable of activating virtuous circuits and micro-economies for the territory. In the context of the MADE IN-LAND project, the main goals of the Strategy are:

- *Valorisation of the natural and cultural system: interactions with the context;*
- *Development of the new way of use of the natural and cultural assets.*

These main goals are deployed by the BOOST systemic approach at a cross-border level, involving private and public actors in adoption of common strategies for enhancement of cultural and landscape identity to:

- *Eliminate main obstacles limiting full development of sustainable tourism offer;*
- *Promote community driven ideas and new market opportunities through capacity building plans about innovative approaches, sustainability and managerial skills;*
- *Promote synergies among diverse stakeholders and territories to speed up successful implementation of sustainable policies and environmental awareness;*
- *Pave the way for the next strategic steps such as green accreditation or zero impact tourism labels and building on next programming period opportunities.*

The BOOST5 cluster project, capitalizing outcomes of the MADE IN-LAND project, confirms the common vision for the enhancement of internal areas based on the integration of landscape enhancement policies, slow and fast mobility projects, digital communication tools, subjects operating in various capacities in the tourism promotion sector and its cross-border strategy for Italian and Croatian inland areas.

1.2. Partners of MADE IN-LAND and BOOST5 projects

Partners of MADE IN-LAND project are:

- 1) Marche Region, IT (Lead Partner)
- 2) University of Camerino, IT;
- 3) Municipality of San Leo, IT;
- 4) Municipality of Riccia, IT;
- 5) Molise Towards 2000, IT;
- 6) University of Zadar, HR;
- 7) Zadar County Development Agency Zadra Nova, HR;
- 8) Authority For The Management Of Parks And Biodiversity – Romagna, IT;
- 9) Azrri – Agency For Rural Development Of Istria Ltd. Pazin, HR.

The MADE IN-LAND project partners already subscribed to the establishment of MoU between May and October 2022 as an outcome of the project and they will be formally informed in writing about the extension of the PCO and about this revised document.

BOOST5 cluster project partners are:

- 1) Tecnopolis Science and Technology Park, IT (Lead partner)
- 2) Friuli Innovation Consortium, IT;
- 3) Sipro Development Agency-Ferrara, IT;
- 4) STEP RI Science and Technology Park of the University of Rijeka ltd, HR;
- 5) Marche Region, IT;
- 6) Zadar County Development Agency Zadra Nova, HR;
- 7) City of Rijeka, HR;
- 8) ERPAC - Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia, IT.

1.3. Pilot actions of MADE IN-LAND and project proposals from BOOST5

The Cross-Border Strategy was applied by each of the MADE IN-LAND Partner in their own pilot area, to realized five (5) pilot actions, aiming at valorising the local natural and cultural heritage:

- 1) **“One Stop Information Centre”**, in Muccia and in Chienti valley, IT
- 2) **“MusLeo”**, San Leo Municipality, in San Leo and in Marecchia valley, IT
- 3) **“Terr@ di passo. Nelle corti dei De Capua”**, in Riccia, in Fortore Valley and in Matese territory, IT
- 4) **“Sense Route of Istria Heritage”**, in Istria County, HR
- 5) **“The quest for 5th element”**, in Zadar County, HR

The Cross-Border Strategy is further applied by the BOOST5 Partners in developing the *D 3.1.1. Inventory of the Heritage in Minor Territories* and the *D 3.1.2. Thematic Best Practices Catalogue* that promote pilot actions of the MADE IN-LAND project. The principles of the PCO are further promoted by contributions to the Interreg Italy-Croatia CBC Programme 2021 – 2027 and by defining new project ideas as part of the *D 3.2.2. EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER::*

- 1) **CIRCLETOUR** - *Circular System for Eco-Sustainable Cycling Routes Linking the Coast and Hinterland, Engaging Local Communities in Underwater, Tangible, and Intangible Cultural Heritage Enhancement and Management*
- 2) **DIGILOCAL** - *Empowering Transnational Cultural and Business Collaboration: Leveraging Voucher Schemes and Innovative Strategies to Attract Digital Nomads (DNs) to Minor Territories*
- 3) **VALORIAN** - *Valorization of Maritime Industrial Heritage in the Adriatic Region through Uptake of New Technologies*
- 4) **ACTUATOR**: *Adriatic network of Cultural and natural heritage for the sustainable development of Inland tourism.*

2. PCO objectives

The general objective of the Permanent Cross-Border Observatory is the capitalization of the Cross-Border Strategy and the related Action Plan in national and regional policies and planning tools. In particular:

- ✓ *Valorisation of the natural, cultural, off-road, and industrial heritage*
- ✓ *Promotion of sustainable and slow tourism in an integrated perspective*
- ✓ *Implementation of new technologies applied to the enhancement of local resources at tourist level.*

PCO Members will jointly cooperate towards the achievement of the following specific objectives:

- 1) Promote and valorise the natural and cultural heritage of the involved MADE IN-LAND and BOOST5 partners and of other members taking part to the PCO, enhancing the networking between Italy and Croatia as well as enhancing trans-European networks;
- 2) Enhance the attractiveness of inland areas, promoting the digital and innovative pilot actions created within MADE IN-LAND, developing projects proposed by BOOST5, and supporting the replicability of the Action Plan in other inland areas;
- 3) Support the five (5) pilot actions created within MADE IN-LAND project, putting them in contact with other actors for enlarging the network of possible partners for developing future projects, guaranteeing MADE IN-LAND project's results sustainability;
- 4) Generate new tourism demand, creating new economic opportunities alternative to costal tourism, thus addressing the seasonality of touristic flow.

3. PCO organization

The Permanent Cross-Border Observatory will be configured as a network among those members who actively participated in the MADE IN-LAND and BOOST5 projects, as either partners or stakeholders, and other potential signatories.

The reference member for scientific issues (scientific coordinator) of the PCO will be University of Camerino (UNICAM). The scientific coordinator may change with the agreement of the majority of the Parties.

The observatory's activity will be characterized by cooperation and networking among PCO members. Aim of the PCO is involving other institutional Bodies, Associations, or other Stakeholders, who already work on the themes of enhancing the landscape, of sustainable of inland areas and of promoting the natural and cultural heritage.

The participation to the PCO through the signature of this MoU remains “open” to other Italian, Croatian and beyond institutional actors and stakeholders active in the field of promotion and valorisation of the natural and cultural heritage of inland areas, provided that they have institutional goals or sectoral relevance for the development and management of the scope of this MoU. To access, any institutional actor or stakeholder must apply to the Observatory coordinator (or Reference member) and the final decision will be taken by the majority of the Parties.

Disputes, which may arise between the Parties regarding the interpretation and/or application of the provisions of this MoU, shall be resolved through negotiation between the Parties.

4. PCO members and tasks

4.1. Organisation chart

The Observatory organization chart will be composed by the Partners of the MADE IN-LAND project and BOOST5 cluster project, by the Stakeholders who participated in the implementation of the MADE IN-LAND Pilot Actions, and by other subjects that carry out institutional and scientific activities concerning the themes of the two projects (e.g. for example, the enhancement of landscape resources, the development of sustainable tourist fruition methods, the search for a more balanced and cohesive relationship between inland and coastal areas).

The reference member for the institutional issues will be Marche Region. The reference member for the scientific issues will be the University of Camerino. The list of signatories is shown in Annex A, as integral part of the document.

4.2. Tasks member

Regional and national Partners will mainly have the task of identifying areas of export and replication of the MADE IN-LAND project and BOOST5 cluster project at national level, both by identifying synergies with other ongoing EU programs, with particular attention to programs for integrated tourism, and by identifying possible applications in other areas of intervention, with particular attention to internal areas.

Scientific members will mainly have the task of suggesting the collaboration between-the members of PCO, to promote scientific research, experience exchange, conferences, and publications. Also, they could keep in touch with regional and local stakeholders, public or private.

Reference member for institutional issues, with the collaboration of Scientific members, will also have the task of coordinating the proposals received and promoting opportunities for cooperation.

5. Operative methods

Marche Region (Directorate for Integrated Programming of EU and National Resources) will be the reference member for the institutional PCO activity.

Each PPs can propose, operate, identify independently other opportunities and projects, always consistent with the objective of the PCO, in which to involve the members of the PCO, or including external partners.

The PCO will have to communicate and disseminate projects and results of MADE IN-LAND and BOOST5 also in other territories, making use of evaluation and training tools and roadshows developed during the project.

Annual meeting. The members agree to call at least one annual meeting between all members of the PCO.

5.1. PCO evaluation system

To achieve the above objective, the Observatory will be able to:

- Use the specific knowledge and information that each member possesses, based on their institutional or scientific activity;
- Propose other network activities and projects to other partners, such as BOOST5 project;
- Make use of the Project Evaluation System, or Protocol for the management of the "knowledge" acquired during the project MADE IN-LAND, at a cross-border level, which will be based on the use of the "evaluation system", developed on the basis of evaluation of the final project MADE IN-LAND outcomes.

The protocol will facilitate the first phases of the observatory's work:

- Monitoring of pilot actions and results achieved;
- Assistance to stakeholders regarding the methods and opportunities for enhancing the natural and cultural heritage in internal areas.
- Identification of specific measures and services with potential for transfer of the project in other regions with similar characteristics.

4.3. The BOOST5 White Paper

As operative tool for the implementation of the CBO, the BOOST5 White Paper document identifies financial opportunities in the 2021-2027 programming period for tourism sector enhancement at IT-HR territorial level mainly valorising the natural, cultural, off-road, and industrial heritage of the Italian and Croatia involved areas and beyond:

- Research and identification of new potential funding sources and schemes for the evolution of the results achieved by Made in-land, such as the BOOST5 cluster project;
- Identification of strategic investments for the enhancement of natural and cultural and industrial heritage in inland areas, connected to long-term support for Pilot Actions or related projects;
- Identification of funding for the implementation of the CB Strategy and the Action Plan in integrated forms with other projects funded by the regional authorities and aimed at the enhancement and conservation of the natural/cultural heritage, tourism, and territorial development.

A first list of potential funding based on the *D 3.2.1. White Paper Identifying Financial Opportunities in the 2021 – 2027 Programming Period for Tourism Sector Enhancement at IT-HR Territorial Level* delivered in the BOOST5 cluster project is available at the following link: [4a8f2faa-7666-ac39-5b01-78301daf6074 \(italy-croatia.eu\)](https://4a8f2faa-7666-ac39-5b01-78301daf6074@italy-croatia.eu).

6. Financial resources

The PCO does not provide for financial contributions to be paid by members, it is a non-profit organization, and does not provide salaries for those who work within the PCO. The PCO is a network of subjects who combine their skills and activities to generate new project and financing opportunities consistent with the objectives of sustainable enhancement of the natural and cultural heritage of the territories.

7. PCO institution and duration

The Cross-Border Observatory is established by signing this Memorandum. The signing of the Memorandum will commit the Partners and Stakeholders involved to a long-term network cooperation within the PCO itself and based on EU programming periods.

The duration of this Memorandum of Understanding will cover a first experimental period based on 2021-2027 EU programming and starts from the date of signature by each of the parties. After that, tacit renewals are foreseen.

This is without prejudice to the faculty, granted to each Party, to withdraw from this Memorandum at any time and for any reason with prior notice to the reference Member, Marche Region

ANNEX A) LIST OF PERMANENT CROSS-BORDER OBSERVATORY MEMBERS

Annex A.1) Made in Land Project Partners and Stakeholders

Organizations having signed the MoU between May and October 2022 as outcome of MADE IN LAND project:

- 1) Marche Region, IT (Lead Partner)
- 2) University of Camerino, IT;
- 3) Municipality of Muccia, IT;
- 4) Municipality of San Leo, IT;
- 5) Municipality of Riccia, IT;
- 6) Molise Towards 2000, IT;
- 7) University of Zadar, HR;
- 8) Zadar County Development Agency Zadra Nova, HR;
- 9) Authority for The Management of Parks and Biodiversity – Romagna, IT;
- 10) AZRII – Agency for Rural Development of Istria Ltd. Pazin, HR;
- 11) Mountains Union of Potenza-Esino, IT;
- 12) Mountains Union MontiAzzurri, IT;
- 13) Polytechnic University of Marche, IT;
- 14) Symbola foundation, IT;
- 15) University of Ferrara, IT;
- 16) Rural Local Action group Valmarecchia and Conca, IT;
- 17) Rural Local Action group L'Altraromagna, IT;
- 18) Municipalities Union of Valmarecchia, IT;
- 19) Municipalities Unione of Romagna Faentina, IT;
- 20) Sasso-Simone and Simoncello Interregional Natural Park, IT;
- 21) Municipality of Gambatesa, IT;
- 22) Justmo social cooperative, IT;
- 23) Creativin company, IT;
- 24) International Studies College, IT;
- 25) Molise excellence Association, IT;
- 26) Tourist Board Ravni Kotari, HR;
- 27) Heritage Museum Benkovac, HR;
- 28) Heritage Museum Biograd na Moru, HR;
- 29) Nature park Vransko lake, HR;
- 30) Maškovića Han, HR;
- 31) Tourist Board of Central Istria, HR;
- 32) Zeatours-touristic agency, HR;
- 33). The Ethnographic Museum of Istria, HR;
- 34) Touristic office of Municipality of Žminj, HR;
- 35) Istria County Administrative Department for Tourist, HR.

This the link to the Made in Land MoU <https://programming14-20.italy-croatia.eu/web/madeinland/docs-and-tools-details?id=998085&nAcc=5&file=4>

Annex A.2) BOOST5 Cluster Project Partners

Organizations having signed the MoU between May and July 2023 as outcome of BOOST5 project:

- 1) TecnoPolis Science and Technology Park, IT (Lead partner)
- 2) Friuli Innovation Consortium, IT;
- 3) Sipro Development Agency-Ferrara, IT;
- 4) STEP RI Science and Technology Park of the University of Rijeka ltd, HR;
- 5) Zadar County Development Agency Zadra Nova, HR;
- 6) City of Rijeka, HR;
- 7) ERPAC - Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia, IT.

Annex A.3) Other BOOST5 Signatory Members

- 8) Archeotest s.r.l., IT;
- 9) Association for rural development of Zadar County, HR
- 10) Municipality of Putignano, IT;
- 11) Municipality of Ugento – Litorale di Ugento Regional Natural Park, IT;
- 12) CST-Circolo Sommozzatori Trieste, IT;
- 13) Family Farm Butic, OPG Butic; HR;
- 14) Family Farm Doris Cusa, OPG Doris Cusa, HR;
- 15) Link Tours, IT;
- 16) Maritime and History Museum of the Croatian Littoral, HR;
- 17) Pro Torpedo-Association for the protection and promotion of Rieka Industrial Heritage, HR;
- 18) Rijeka Tourist Board, HR;
- 19) Smart Ri Ltd, HR;
- 20) Consortium Visit Ferrara, IT.