

# EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER

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## Introduction

The EUSAIR PILLAR 4 "AIR CULTURAL ROUTES" FLAGSHIP PAPER is the deliverable 3.2.2 of the BOOST5 project.

The purpose of this document is to collect the project ideas submitted during the Transnational Co-design Laboratories, which aimed to develop a new proposal process for the design of project ideas that could be implemented within the 2021-2027 programming period.

By leveraging on BOOST5 Project's deliverables D3.1.1 the „Inventory of heritage in minor territories“, D3.1.2 „Thematic best practice catalogue“ which involved stakeholders to scale up best practices at local level based on ongoing local needs and initiatives) and D3.2.1 the „White Paper identifying financial opportunities in the next programming period for tourism sector enhancement at IT – HR territorial level, Project Partners involved stakeholders in the development of project ideas in line with the Interreg Italy-Croatia CBC Programme 2021- 2027 to contribute to the implementation of the EUSAIR flagships.

This deliverable contributes to the realisation of Output 3.2 “Financial dialogue perspective for project ideas for 2021-27 programming period” by providing a methodology for the transnational co-creation of project ideas that can be further capitalised and delivering 4 concrete project ideas with contextual data and supporting methodology for planning future activities related to culture and tourism enhancement in the programme area and beyond. The final deliverable will be available online, on the project website, for consultation and download. The transferability will be assured by wide-ranging communication strategies: press, releases, social media and other digital tools, etc.

## About BOOST5

BOOST5 is a project funded within the Italy - Croatia Interreg Cluster Call for Proposals focusing on "Joint Development of Thematic Cultural Routes". It builds on the successful experience of five (5) previous projects: [ATLAS](#), [MADE IN LAND](#), [REVIVAL](#), [TEMPUS](#), [UNDERWATERMUSE](#).

These projects represented and still represent a positive example of cross-border cooperation between Italy and Croatia. The integrated benefits from the five (5) Italy-Croatia projects have been able to activate and improve the cooperation dynamic, which has allowed to produce significant outputs for the BOOST5 project.

By leveraging on these and other successful experiences, BOOST5 aims to accelerate the uptake and development of sustainable and innovative tourism ideas, starting from the results of the five (5) IT-HR projects as well as from other significant examples. The aim is to revitalise the diverse natural

and cultural heritage of the Italy-Croatia cross-border area, in particular minor areas of forgotten spaces/lost heritage with a low and fragmented digital tourist offer. Balancing the fragmented tourist landscape paves the way for an innovative and sustainable tourism offer in a post-Covid era.

## EU Strategy for the Adriatic and Ionian Region (EUSAIR)

The EU Strategy for the Adriatic and Ionian Region (EUSAIR) is a macro-regional strategy adopted by the European Commission and endorsed by the European Council in 2014. The Strategy has been jointly developed by the Commission and the countries and stakeholders of the Adriatic-Ionian Region, who have agreed to work together in areas of common interest for the benefit of each country and the region as a whole.

The EU Strategy for the Adriatic and Ionian Region is one of the four EU macro-regional strategies, along with the EU Strategy for the Baltic Sea Region (2009), the EU Strategy for the Danube Region (2011) and the EU Strategy for the Alpine Region (2016). EUSAIR covers ten countries: four EU Member States (Croatia, Greece, Italy, Slovenia) and six non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, San Marino, Serbia).



Source: [https://ec.europa.eu/regional\\_policy/policy/cooperation/macro-regional-strategies/adriatic-ionian\\_en](https://ec.europa.eu/regional_policy/policy/cooperation/macro-regional-strategies/adriatic-ionian_en)

## General Objective

The overall objective of EUSAIR is to promote economic and social prosperity and growth in the region by enhancing its attractiveness, competitiveness and connectivity. Strengthening cooperation in the Adriatic-Ionian region helps to promote political and economic stability, thus creating a solid basis for the European integration process. As a flexible, non-regulatory framework for cooperation, it provides the space to address existing and emerging challenges in order to find common solutions. It achieves this by working on a multi-level governance structure, enabling conditions from the top down to the bottom up. In various meetings, such as the EUSAIR annual forums, financial dialogue meetings and others, government officials and representatives from civil society, academia, research, business or youth organisations meet to discuss project ideas, initiatives and financial opportunities to promote economic growth and prosperity.

Participating countries work together on common, but not exclusive, challenges agreed in the Action Plan. The countries aim to create synergies and promote coordination among all territories in the Adriatic-Ionian region in the four thematic areas/pillars:

1. **Blue Growth**, aiming at boosting innovative marine and maritime growth by promoting jobs and business opportunities in the Blue economy;
2. **Connecting the Region**, aiming at improving connectivity in terms of transport and energy;
3. **Environmental quality**, focusing on coastal and marine biodiversity and pollution of the sea, as well as on transnational terrestrial habitats and biodiversity;
4. **Sustainable tourism**, aiming at developing the full potential of the Region in terms of innovative quality tourism while boosting businesses and creating stable jobs.

Specifically, the BOOST5 project focuses on the latter pillar, which we will develop in more detail below.

## Pillar 4: Sustainable tourism

This pillar focuses on the development of the sustainable and responsible tourism potential of the Adriatic-Ionian region through innovative and high-quality tourism products and services. It also aims to promote responsible tourism behaviour among all stakeholders (general public, local, regional and national private and public stakeholders, tourists/visitors) across the Region. Facilitating socio-economic prospects, removing bureaucratic obstacles, creating business opportunities and improving the competitiveness of SMEs are essential for tourism development.

The specific objectives for this pillar are:

1. Diversification of the tourism products and services of the macro-region, together with tackling the seasonal nature of demand for inland, coastal and maritime tourism.
2. Improving the quality and innovation of the tourism offer and strengthening the sustainable and responsible tourism capacities of tourism stakeholders throughout the macro-region.

To achieve the above-mentioned objectives the pillar focuses on two topics:

Topic 1 - **Diversified tourism offer** (products and services);

Topic 2 - **Sustainable and responsible tourism management** (innovation and quality).

Pillar 4 - Sustainable Tourism proposes 5 Flagships with concrete actions that countries will meet at national level to pursue common objectives/solutions for the region: 2 Flagships specifically address Topic 1 (diversified tourism offer) and 3 Flagships address the topic of sustainable and responsible tourism management.

**Flagship 1 - AIR Cultural Routes:** follows the EUSAIR Thematic Priority to develop sustainable and thematic cultural routes/connect Cultural Routes in EUSAIR, meaning it addresses the need for harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products; supporting the development of cycling, walking/hiking and sailing routes that would better connect all EUSAIR Cultural routes. The challenge is to address regional connectivity of locally micro-managed routes.

**Flagship 2 - CulTourAir:** addresses the need for structured and harmonised data on cultural tourism demand in the Adriatic-Ionian region and the need to establish a unified and harmonised methodological framework for monitoring the characteristics of cultural tourism demand. The challenge is to enable joint regional and transnational entrepreneurial projects and research that could adequately track the so-called "cultural" tourists, their size and impact on local communities and economies, leading to new business opportunities, increased total number of tourist arrivals and overnight stays, increased tourism revenues. It is hereby presented as a response to the EUSAIR Thematic Priority of Research and Development for Improving the Performance of SMEs and Growth-Diversification.

**Flagship 3 - DES\_AIR:** In relation to the EUSAIR Thematic Priority on Training and Skills in Tourism Enterprises (vocational and entrepreneurial skills), this Flagship addresses the need for harmonised training and education programmes for responsible integrated tourism management. With the establishment of a Masters in Tourism Management, Hospitality and Services, using the same methodologies and approaches within the EUSAIR countries, as well as the establishment of new training programmes and new projects in the field of education it aims to increase the knowledge and skills of the workforce by providing in-service training for education professionals, flexible and continuous training for SME employees. The main objective is to increase the number of highly qualified employees and entrepreneurs in the tourism sector.

**Flagship 4 - CRUISAIR:** This Flagships addresses the need for better management of cruise destinations, both maritime and continental (rivers, lakes) and aims at the diversification of the tourism product by promoting and supporting the development of special interest tourism linked to cruising and other niche forms of tourism (e.g., MICE, rural, alternative, etc.). Through the exchange of good practice between stakeholders, this flagship aims to increase the number of



tourist arrivals and overnight stays by offering a wider range of events, performances and fostering the development of entrepreneurship and SMEs linked to cruise tourism.

**F5 - Green Mapping for the Adriatic-Ionian Region - Supporting Development and Market Access for Responsible and Sustainable Tourism Destinations and Micro/SME Operations in the EUSAIR Region:** The Flagship addresses the need for macro-regional coherence in the field of a single system for measuring, mapping, managing, marketing and monitoring sustainable and responsible tourism, to be implemented in all countries through a unique ICT system defining its deepest level of impact. This will enable the whole region to act coherently in key areas of common interest. Support to the EUSAIR Thematic Priority on the development of the network of sustainable tourism businesses and clusters, including: networks of creative industries, networks promoting and exchanging best practices in environmental quality management, and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other green (sustainable) certification schemes.

Please find below a schematic overview of the five flagships:

PILLAR 4: SUSTAINABLE TOURISM		
MACROREGIONAL CHALLENGE / NEED / STRATEGIC IMPORTANCE	OVERALL GOAL / EXPECTED IMPACT	REMARKS
<b>Flagship 1 - AIR Cultural Routes</b>		
Flagships addresses the need for <b>harmonized distribution of tourism flows</b> through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products; supporting the development of cycling, walking/hiking and sailing routes that would better connect all EUSAIR Cultural routes. The challenge is to address regional connectivity of locally micro-managed routes.	Diversification of products; supporting: development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorisation of coastal and underwater cultural heritage	Harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products. The challenge is to address regional connectivity of locally micro-managed routes.

<b>Flagship 2 - CulTourAir</b>		
<p>Flagship addresses the need for <b>structured and harmonized data on cultural tourism</b> demand in Adriatic-Ionian Region and need for the establishment of a unified and harmonized methodological framework to monitor cultural tourism demand characteristics.</p> <p>The challenge is to enable joint regional and transnational entrepreneurial projects and researches, that could adequately track the so called “cultural” tourists, their size and impact on the local communities and economy leading to new business opportunities, increased number of total tourist arrivals and overnights, increase of tourism income.</p>	<p>Harmonized methodological framework for the survey on cultural tourism demand in Adriatic-Ionian Region that would enable Adriatic-Ionian Region countries to monitor cultural tourism demand characteristics and the impacts from tourist activities to cultural resources, local economy and society, establishing new cultural tourism products and possibly new national and transnational clusters and SMEs in the field of cultural tourism.</p>	<p>Survey on cultural tourism demand in Adriatic-Ionian Region to establish a unified and harmonized methodological framework that would enable AIR countries to monitor cultural tourism demand characteristics and the impacts from tourist activity to cultural resources, local economy and society, establishing new cultural tourism products</p>
<b>Flagship 3 - DES_AIR</b>		
<p>Flagships addresses the need for <b>harmonized training and educational programmes</b> for responsible integrated tourism management, establishing a Master program on tourism management, hospitality and services, sharing the same methodologies and approaches, within EUSAIR countries as well as establishing new programmes for training and</p>	<p>Responsible tourism destination management - implementing new training and skills for all stakeholders in destinations as well as for tourism businesses to strengthened competitiveness of the EUSAIR countries by increasing the quality of integrated sustainable destination management</p>	<p>Increasing the quality of integrated sustainable destination management through development of LLL training programs and Masters’ programmes: implementation of new knowledge, trainings and skills in the field of tourism (for businesses) to strengthened</p>

<p>new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism</p>	<p>through development of LLL training programs and Masters' programmes</p>	<p>competitiveness of the EUSAIR countries</p>
<p><b>Flagship 4 - CRUISAIR</b></p>		
<p>Flagships addresses the need for <b>better management of cruise destinations, both seaside and continental ones</b> (rivers, lakes), diversification of tourism product, promotion and support to the development of special interest tourism connected with cruising, and other niche tourism forms (MICE, rural, alternative tourism, etc.); exchange of good practices; targeting increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurship and SMEs in connection with cruise tourism.</p>	<p>The preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise destinations of the AIR (seaside, river, lakes)</p>	<p>The preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise destinations of the AIR</p>
<p><b>F5 - Green Mapping for the Adriatic-Ionian Region - Supporting Development and Market Access for Responsible and Sustainable Tourism Destinations and Micro/SME Operations in the EUSAIR Region</b></p>		
<p>The flagship addresses the needs for <b>macro-regional coherence</b> in the field of single</p>	<p>Support to the development and promotion of quality-assessed Micro &amp; SME</p>	<p>Support to the development and promotion of quality-assessed Micro &amp; SME</p>

<p>sustainable &amp; responsible tourism measuring, mapping, managing, marketing and monitoring system, that should be implemented for all 8 countries through the unique ICT system defining its deepest level of impact.</p> <p>Thus, the whole region will be able to act coherently in key areas of common interest. Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes.</p>	<p>tourism operations and destinations in the EUSAIR – to measure, map and improve their sustainability and competitiveness, give them visibility and market uptake</p>	<p>tourism operations and destinations in the EUSAIR - to improve their sustainability and competitiveness, give them visibility and market uptake</p>
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## The EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER: methodology

In order to support the generation of project ideas, a Transnational Co-design Labs methodology (Annex 1) was developed and shared among the project partners in the project repository. The aim of the labs was to develop a new proposal process to design project ideas that could be implemented within the 2021-2027 programming period.

The main general topics of interest identified by the BOOSTS project partners include:

- Sustainable and inclusive tourism;
- Creative and digital economy;
- ICT systems and technologies;
- Education and training for the diffusion of digital technologies;
- Innovative business models and entrepreneurship support;
- Clustering and networking.

The Transnational Co-design Labs took **stakeholders feedback** into account in the design process and build on the Project’s deliverables D 3.1.1 Inventory of heritage in minor territories and D3.1.2 Thematic best practices catalogue, which involved stakeholders from each partner to scale best practices on a local level based on ongoing local needs and initiatives, and D 3.2.1 White Paper which identifies financial opportunities in the next programming period for tourism sector enhancement at IT-HR territorial level.

The use of the Co-design Labs methodology was proposed to develop the four project ideas. Co-design labs are a space for "**creative collaboration**". It is rooted in participatory and user-centred design and aims to involve participants in the early stages of the process. The level of involvement can vary from being informed about the project to having the role of "user as partner" in the design, based on the idea that everyone can be creative. The emphasis is on designing with people rather than designing for people. It is a way of discovering and exploring possibilities rather than producing final solutions, and aims to stimulate discussion between participants. As such, co-design is a powerful way to improve design processes and generate a richness and diversity of ideas beyond what any one individual can produce.

In order to identify ideas, a questionnaire was created and sent to the project partners. Respondents to the questionnaire based their answers on the feedbacks and inputs provided by the consultations with their Stakeholders. The Target group of “Local, regional and national public authorities” was the most consulted by PPs, followed by Regional and Local Development Agencies and NGOs.

### Which Target Groups were involved in the consultation?

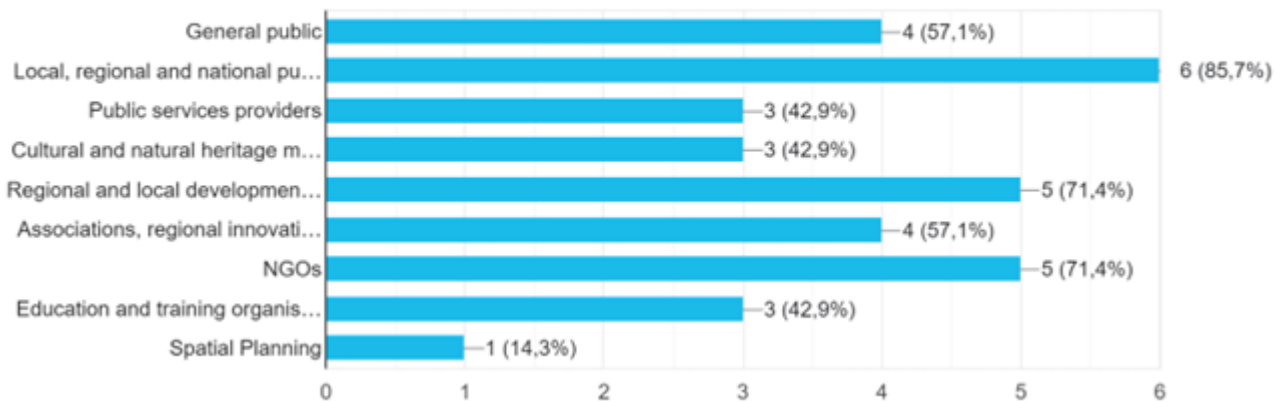


Table 1: Target Groups' Involvement in consultations

All participants highlighted the key interest towards two main topics: “Sustainable and inclusive tourism” and “Creative and digital Economy”. The sector also stressed the importance of ICT technologies, Innovative Business models, as well as Clustering and Networking.

### Which of these general topics of interest emerged?

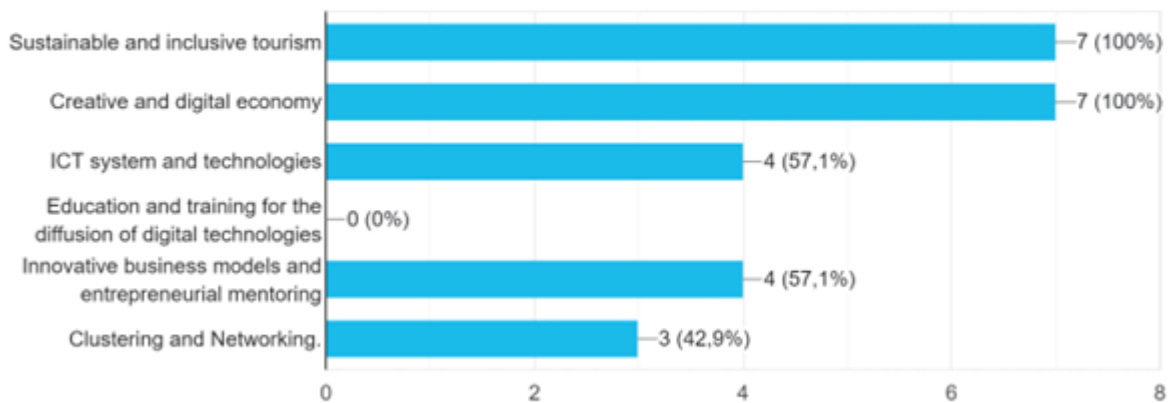


Table 2: Topics of Interest

From the stakeholder consultations, some general findings emerged that are common to both Italy and Croatia. Specifically, the project partners stressed the need for better synergy and cooperation between all stakeholders present on the same area. **Actions will only be effective if all actors are actively on board.** This also means that all stakeholders need to be made aware of the values and assets of local territories, as their knowledge of the territory tends to remain confined to their own municipality/province. In this sense, a better knowledge of the potential of the territory would also increase the socio-economic opportunities of the territory itself. The interconnection of tourist and local infrastructures would be beneficial for both, increasing the quality of life and the attractiveness of the landscape.

Another need identified was the digitisation of tourism, for instance the need for specific and comprehensive regional digital portals, more interactive digital signs, tourist maps, etc. Some territories also highlighted the lack of more thematic cultural routes for sustainable tourism, focusing for example on: cycling tours, thematic rock music routes, lesser-known cultural heritage, cultural sites, food and wine, transport and new itineraries.

Recommendations came also from D 3.2.1, the “White Paper identifying financial opportunities in the next programming period for tourism sector enhancement at IT – HR territorial level” where it is highlighted that:

1. The best project ideas address **societal challenges**. Project results shall be beneficial for specific end-users and ideally have long-term effects. Projects create added value by introducing a new type of service, facilitating the development of a new product, or enhancing partnerships. An entity’s regular activities are usually not financed. Programme documents as well as local, regional, and national tourism strategies provide good guidance to relate projects ideas to societal issues and opportunities;
2. In order to select the best financial instrument that could potentially support the project idea, an assessment of the **relevance** of the proposal against the overall strategy of the financial instrument should be carried out. Whilst for sectoral instruments this could be a relatively simple exercise, when it comes to regional development instruments (INTERREG, ERDF, etc.) this could be potentially more complicated;
3. **Networking**: setting up the stakeholders’ context is essential. Some, especially small players such as local tourism agencies and SMEs, might find this challenging and could need help to develop project ideas and applications. Larger players, such as regional tourism boards, destination management organisations, and tourism agencies need to prepare themselves to support the

smaller players in multiple ways and to take the lead in larger integrated projects that represent local and regional destinations. Networking and exchange also take place beyond funding programmes. European Regions for competitive and sustainable tourism are united in [NECSTouR](#). This network provides an important link between regional and wider European levels of government, highlighting the importance of tourism as a driver for sustainable development and competitiveness. Network members have a common voice to highlight the need for funding and cooperation at European level;

4. When planning a project proposal, applicants shall always consider the **complementary funding approach for cultural heritage** toward tourism. As widely described in previous chapters of this document, tourism is mostly considered in a cross-sectoral approach and therefore a single tourism related action could be further split in smaller projects collecting funds from alternative sources.

The development of the EU tourism sector faces major challenges in the medium and long term, in particular with regard to its green transformation, digitalisation and integration of new technologies, competitiveness and resilience, while tourist behaviour is also evolving towards new patterns, reflecting some of the above challenges. Future tourism demand is likely to be driven by increasing environmental awareness, greater use of digital services and new technologies, a shift towards more personalised travel experiences, well-being and better interaction with local communities and culture, and growing concerns about safety and health protocols. Most of the financial instruments respond to these needs and challenges and therefore future project proposals should take these elements as a strong basis for their actions;

- Tourism stakeholders and ecosystems at local and regional level may not be familiar with the opportunities offered by EU-funded programmes. Local and regional tourism stakeholders may have good ideas but may not be aware of funding opportunities, hence the importance of promoting public-private-private partnerships.
- Adopt circular economy principles as a general approach to new cultural heritage projects (reuse and regeneration - waste reduction - resource efficiency - cooperation - sustainable tourism - product life extension - material recycling - education and awareness - continuous improvement).

As outlined in the Transnational Co-design Labs Methodology, for the organisation of the labs, Project Partners have been divided into two teams according to their geographical scope and their previous experiences of cooperation in other Projects that are capitalised in BOOST5. In order to develop project ideas that could address the needs of local communities and stakeholders both in Croatia and in Italy, the teams were organised in order to have both countries equally represented in each team.



TEAM A	TEAM B
LP TECNOPOLIS SCIENCE AND TECHNOLOGY PARK	PP4 MARCHE REGION (IT Lab 3 Host)
PP1 FRIULI INNOVATION CONSORTIUM (IT Lab 1 Host)	PP2 SIPRO DEVELOPMENT AGENCY – FERRARA
PP5 ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA (HR Lab 2 Host)	PP3 STEP RI SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA LTD (HR Lab 4 Host)
PP7 REGIONAL INSTITUTE FOR THE CULTURAL HERITAGE OF AUTONOMOUS REGION OF FRIULI VENEZIA GIULIA	PP6 CITY OF RIJEKA

Table 3: Division in Teams

Outcomes of the questionnaires also mirror this separation in teams:

1. Bike & Tour: A Circular System for Sustainable Tourism Development – including the development of cycling routes connecting coast with the hinterland, and involving local communities in innovative enhancement and management of Underwater Cultural Heritage (Team A);
2. Vouchers scheme to support creation of transnational cultural products and concrete business cooperation among Micro and SMEs in the sector (Team A);
3. The creation a macro-regional network of territories who share a similar heritage/tradition/cultural/natural asset for the sustainable development of the territory focused on the socio-economic development of territories; social inclusion (Team B);
4. Valorization of maritime industrial heritage in the Adriatic region (alternatively Creation of new itineraries and routes with a focus on a common historical background of religious tradition - Team B).

The two teams then held online meetings to define the project idea and organised the web-laboratories, at the end of which Project Partners compiled the “Project Idea Form” (Annex \*\*\*\*), a common tool covering all the necessary aspects to be included in order to elaborate concrete project ideas.

## Collection of project ideas

The BOOST5 partners organised a total of 4 transnational codesign laboratories during the month of March 2023, where stakeholders representing different actors in the territory were involved in the co-creation process. All four project ideas are focused on the Interreg Italy Croatia Cross Border Cooperation Area and the financial instrument, budget and timing are in line with the features defined by the 1st Call for Proposals for Standard and Small-scale projects that was open at the time of realisation of the laboratories. More details can be found at <https://www.italy-croatia.eu/web/italy-croatia/1st-call-for-proposals> and are illustrated below:

Feature	Standard project	Small-scale project
Max. n. of project proposals per applicant	2 as LP	2 as LP
Specific Objectives	SO 1.1, SO 1.2, SO 2.1, SO 2.2, SO 3.1 and SO 4.1	SO 2.2, SO 4.1 and SO 5.1
Min. n. of Partners	3 partners (at least 1 IT and 1 HR)	2 partners (at least 1 IT and 1 HR)
Max. n. of Partners	8 partners (at least 1 IT and 1 HR)	4 partners (at least 1 IT and 1 HR)
Min duration	24 months	12 months
Max duration	30 months	18 months
Indicative starting date	January 2024	July 2023
ERDF contribution	80%	80%
Min. financial size of each project (ERDF)	500.000,00 EUR	165.000,00 EUR
Max. financial size of each project (ERDF)	1.500.000,00 EUR for SO 1.1 and SO 1.2 2.200.000,00 EUR for all other SOs	200.000,00 EUR

Table 4: Features of 1st Call for Proposals

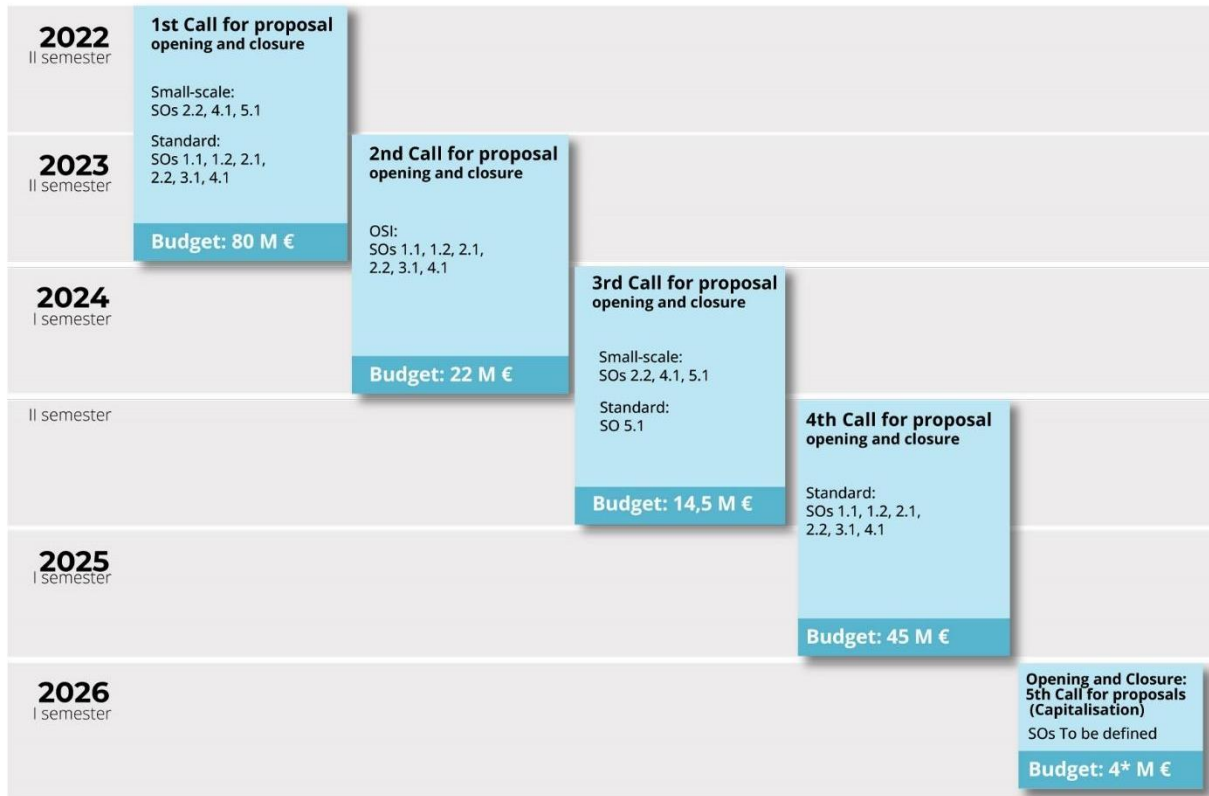


Figure 1: Interreg IT-HR Plan of calls for proposals - Indicative Timeline<sup>1</sup>

With regard to the partnerships to be set up for the implementation of the projects, part of which will come from BOOST5 partners and the stakeholders involved, interested parties can also be involved thanks to the Cross-Border Observatory.

The four project ideas that emerged from the laboratories and that will be outlined in the following chapter are entitled:

**CIRCLETOUR:** Circular System for Eco-Sustainable Cycling Routes Linking the Coast and Hinterland, Engaging Local Communities in Underwater Cultural Heritage Enhancement and Management.

**DIGILOCAL:** Empowering Transnational Cultural and Business Collaboration: Leveraging Voucher Schemes and Innovative Strategies to Attract Digital Nomads (DNs) to Minor Territories.

**ACTUATOR:** Adriatic network of Cultural and natural heritage for the sustainable development of Inland tourism.

<sup>1</sup> Source : [www.italy-croatia.eu/web/italy-croatia/plan-of-calls-for-proposals](http://www.italy-croatia.eu/web/italy-croatia/plan-of-calls-for-proposals)

**VALORIAN:** Valorisation of maritime industrial heritage in the Adriatic region through uptake of new technologies.

Synergies with previous experiences and capitalisation of other EU projects were a key element that had to be present in all project ideas. In order to avoid repetition, the descriptions of the projects that were capitalised by more than one new project idea are presented below:

**ATLAS:** ATLAS project (Interreg IT-HR) capitalised on the basic methodology and tools developed by the IPA Adriatic SMART INNO project and aimed to support economic growth by stimulating innovative models of cultural tourism and leveraging the creation of innovative tourism products through digital technology tools, promoting new business ideas and improving infrastructure accessibility for disadvantaged groups, all of which will contribute to developing competitive tourist destinations and reducing seasonality. It is further capitalised in CIRCLETOUR and VALORIAN.

**MADE IN LAND:** The MADE IN-LAND project, funded by the Interreg Italy Croatia 2014/2020 European Programme, aimed to promote the protection and valorisation of the natural and cultural capital of inland areas in both Italy and Croatia by improving their accessibility and tourist use. The approach adopted by MADE IN-LAND defined the revitalisation of inland areas not only as a process of valorisation of their natural and cultural capital, but also as a process of functional, cultural and landscape reconnection of these assets with the communities (institutions, businesses, inhabitants) that preside over these spaces, as well as the valley and coastal areas connected to them. The result of the MADE IN-LAND project is the MoU for Permanent Cross-border Observatory. It is further capitalised in CIRCLETOUR and ACTUATOR.

**REVIVAL:** The project, funded through cross-border cooperation programme INTERREG V-A Italy - Croatia 2014-2020, aimed at transforming a lost heritage in a rediscovered heritage for attracting creative people as well as for cultural tourism market, capable to become one of the pillars of a more sustainable and balanced territorial development (undermined by the presence of many dismissed buildings/areas, especially in urban spaces, coasts and islands.) In all the Italian and Croatian towns involved in REVIVAL, there are many abandoned areas, buildings (e.g., summer camps, schools, barracks, military fortifications) and industrial complexes in a state of neglect and decay. This is a heritage that has been almost completely lost and that today, for a variety of reasons, needs to be rediscovered, revitalised and reused. REVIVAL aimed at transforming the lost cultural heritage into a lever for sustainable and more balanced territorial development, in which a relevant abandoned man-made heritage plays a central role. As the starting point is clear, the change that REVIVAL will bring is to put the lost heritage concerned at the centre of the attention of regional and local communities and potential investors, and to try to find creative and sustainable solutions for it. It is further capitalised in ACTUATOR and VALORIAN.

**S.LI.DES.** : The main aim of this IT-HR Interreg project is to promote cross-border cooperation between cultural destinations in the programme area and the joint planning of intelligent strategies to support more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those assets that shape the identity of the destinations. This project is further capitalised in ACTUATOR and VALORIAN.

**UNDERWATERMUSE:** The aim of the project (Interreg IT-HR) was to apply a methodological and technological protocol, based on research/knowledge and development/communication of a complex, multi-layered and highly diverse underwater archaeological site, to sample areas. The objective of the project was therefore to transform the site into an underwater archaeological park (or eco-museum), using innovative and/or experimental methods and techniques, in order to try to reduce the loss of important cultural heritage and to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the reference context. UNDERWATERMUSE is further capitalised in CIRCLETOUR and VALORIAN.

## CIRCLETOUR: Circular System for Eco-Sustainable Cycling Routes Linking the Coast and Hinterland, Engaging Local Communities in Underwater Cultural Heritage Enhancement and Management.

The project, developed by Team A, aims to **develop cycle tourism in smaller areas** through the creation of eco-sustainable cycle routes linking coastal regions with the hinterland and involving local communities in the innovative enhancement and management of natural and cultural assets. The project aims to enhance and promote cycle tourism in the targeted areas of Italy and Croatia (Friuli Venezia Giulia, Puglia, Italian regions and Ravni Kotari/Zadar area in Croatia) through the development of cycling infrastructure, the creation of new cycling routes linking coastal regions with the hinterland and investment in cycle-friendly services. The project will also focus on **promoting the cultural and natural heritage** of the region and **raising awareness of environmentally friendly and sustainable tourism practices**. The project will benefit from previous experience with EU projects and initiatives, as well as synergies with other cycling routes and networks. The expected outcome of the project is an increase in the number of cyclists, both tourists and locals, and the creation of new opportunities for cultural SMEs and the local economy.

### Overall objective

The project aims to create a sustainable tourism system that benefits both local communities and tourists, while preserving the environment and cultural heritage.

The number of cyclists, both tourists and locals, will be increased through the implementation of the project. By developing the cycling infrastructure, additional tourist offers will be created, which will not only be limited to the peak summer season, but can also be enjoyed in other seasons.

After the implementation of the project, new guided, self-guided and tailor-made cycling tours will be available to tourists in Italy and Croatia.

The **success of the project** will be measured by the following criteria:

- Implementation of a joint marketing strategy with local communities;
- The creation of new cycling infrastructure, including new cycle paths and routes;
- New opportunities for cultural SMEs;
- Media coverage of the project and its impact;
- Increased numbers of cyclists and tourists, especially during the pre- and post-season;
- Development of new cycling routes and GPS tracks;
- Mapping of cycling routes;
- Reducing the environmental impact of tourist flows;

- Cycle tourists discovering places as locals in Puglia and other participating regions;
- Increased awareness of cultural heritage as a common good;
- Benefits such as leisure tourism and the promotion of a healthy lifestyle;
- Increased entrepreneurship in cycle tourism;
- Word-of-mouth promotion by visitors;
- New promotional offers from tour operators;
- Increased availability of e-bike rental by private entrepreneurs;
- Public services for slow mobility;
- Increased number of visitors to underwater museums.

The project is expected to produce a diversity of benefits, therefore the need to coordinate efforts across sectors and countries, transnational cooperation is crucial to the success of the project. This cooperation will help to ensure that the objectives of the project are aligned with the needs of all stakeholders and that the benefits are shared fairly and sustainably. It will also enable the sharing of best practice, expertise and resources, leading to a more effective and efficient use of resources and a greater likelihood of success.

The **main expected benefits** include:

- Increased access to and promotion of both underwater and terrestrial cultural sites, leading to greater appreciation and awareness of the area's cultural and environmental heritage;
- A new and more effective way of communicating cycle tourism opportunities, which will help attract more visitors to the area and stimulate economic growth;
- Greater opportunities for cultural SMEs to participate in and benefit from the growth of the tourism industry;
- Increased cooperation and agreements between public and private stakeholders, leading to a more coordinated and effective approach to sustainable tourism development;
- The creation of new cycling routes and infrastructure, which will help to attract more cyclists and promote a more sustainable transport system in the hinterland;
- The development of more cyclist-friendly services, including the certification of eco-friendly services in the hinterland and the creation of bike and bed accommodation;
- The establishment of at least 5 new/certified local bicycle businesses (guides, rentals, repairs) in the Ravni Kotari / Zadar area;
- Increased awareness of cultural and environmental sites in the area, leading to greater respect for these sites and the promotion of sustainable tourism practices;
- The creation of a multi-level education plan to promote a new/developed cycling culture in the area;

- The development of intermodality, which will improve transport options for tourists and residents alike;
- The implementation of physical signage, promotion of points of interest, maintenance services and bike repair facilities, and physical refreshment points along the cycle route, making it easier for cyclists to navigate the area and enjoy their cycling experience;
- The creation of a common platform for tourism opportunities, facilitating coordination and cooperation between stakeholders and promoting sustainable tourism practices;
- The increase of the current economic climate in Zadar area through the growth of the tourism industry and the creation of new business opportunities;
- The establishment of a bike sharing offer between sea and inland points of interest, making it easier for tourists to explore the area and contributing to the development of a more sustainable transport system.

### **Work plan**

The main activities of the project will begin with the engagement of all major tourism operators within the targeted IT-HR areas. Operators will be divided into zones and asked to contribute to the creation of a single-track cycle route that will attract visitors and serve as the basis for future development of cycling infrastructure linking the coast with the hinterland. Local operators will work to invest in new and improved infrastructure to better meet the needs of cycle tourists, which could include the creation of new bike hire facilities, the development of rest areas and the implementation of improved signage and wayfinding.

To better understand the needs and preferences of cycle tourists, a common system for collecting and analysing data on cycle tourism will be implemented. This system will help identify areas for further improvement and guide future project development. Effective communication to promote cycle tourism is another key element of the project. Investment will be made in marketing and public relations campaigns that highlight the environmental benefits of cycling and promote the region's unique cultural and natural heritage.

To enhance the experience of cycle tourists and promote the rich underwater cultural heritage of the region, a light infrastructure of underwater cultural sites will be created. These sites will be designed to be accessible to cyclists and provide a unique and memorable experience for visitors. Finally, a common platform will be designed and implemented to link supply and demand for cycle tourism in the targeted IT-HR areas. This platform will connect citizens and tourists with service providers and streamline the booking process for cycling tours and related services. Milestones should be measured at the end of the project, taking into account the tourist season which ends on 31 December, allowing for a full year assessment of the project's impact on tourism. This comprehensive approach will provide a more accurate understanding of the project's impact on the region's tourism industry.



## Synergies with past experiences and capitalization of other EU Projects

The project has several synergies and past experiences with EU and other initiatives, including:

- [FVG regional plan for cycling mobility Adria Bike Route](#) and [Eurovelo 8](#) that promotes cycling mobility and bike routes.
- A digital virtual tours/toolkit for accessible heritage.

The project also has synergies with other projects or initiatives such as:

- [CICLOVIA ALPE ADRIA WEG](#), which is a network of bike routes connecting different countries in Europe.
- [Zadar Bike Magic](#) initiative that promotes cycling tourism in the Zadar region.
- Protocol: traveling to cycling (Jun 2022) which aimed to involve 80 municipalities in Puglia to promote cycling.

These past experiences and synergies provide a strong foundation for the project to build on, and help to ensure the success and effectiveness of the proposed activities.

## DIGILOCAL - Empowering Transnational Cultural and Business Collaboration: Leveraging Voucher Schemes and Innovative Strategies to Attract Digital Nomads (DNs) to Minor Territories

The aim of the project developed by Team A is to attract digital nomads to live in the Minor Territories, which could become areas offering digital nomads a comfortable and safe stay and quality living conditions. Digital Nomads are a population of independent workers who have chosen to embrace a location-independent, technology-enabled lifestyle that allows them to travel and work remotely from anywhere in the world. The presence of DN in the Minor Territories could increase the income of local businesses in Italy and Croatia. One of the preconditions for the successful attraction of digital nomads to the Minorities is the improvement of the infrastructure for connectivity and digital services.

The implementation of the project will ensure: the creation of a platform offering year-round accommodation for digital nomads at lower prices, an increase in the number of digital nomads visiting the targeted destinations, the creation of an established community that is self-sustaining and has an online presence among wider DN communities.

The project also aims to increase the number of referral vouchers issued by those who have just had the experience, and to increase the overall use of digital services in the smaller territories. Success will be measured by an increase in the turnover of local operators, the development of the accommodation platform for digital nomads and an increase in the number of new temporary residents. The project will encourage more sustainable practices post-project implementation, design of co-working spaces in desirable locations, promote investment in offerings for digital nomads to create new local job opportunities, stop depopulation in the Minor Territories, promote local training programmes; business development support; digital marketing and stop dependence on mass tourism during the summer season. All smaller areas can be included in the project, but the focus will be on smaller towns around major tourist centres.

### **Overall objective**

The overall objective of the project is to promote and strengthen transnational cultural and business cooperation, using voucher schemes and innovative strategies to attract digital nomads to small territories.

The project aims to create an ecosystem that fosters sustainable and inclusive economic growth by connecting local businesses, cultural institutions and digital nomads, creating new opportunities for collaboration and co-creation.

The expected change that the project will bring to the current situation is the revitalisation of small areas that are struggling with depopulation and economic stagnation. By attracting digital nomads, the project aims to contribute to the economic, social and cultural development of small territories, revitalising them after struggling with depopulation and economic stagnation.

The project also aims to create a more diverse and resilient local economy by helping to develop new businesses and collaborations, harnessing the skills and knowledge of digital nomads, and promoting cultural exchange and innovation.

The project aims to generate multiple impacts and benefits in the selected area of intervention, emphasising the need for transnational cooperation.

- A welcome portal for digital nomads will be established, offering affordable accommodation, regulations, co-working spaces, community forums and digital services.
- Voucher schemes will be implemented involving locals, communities and tourism companies to promote cultural experiences, local tours and local accommodation.
- The project will empower locals and make the places unique and different from other digital nomad places. It will increase the multicultural and foreign language skills of the local population and integrate digital nomads into the local community through community activities.
- Training programmes will be set up for local people, with digital nomads acting as providers of expertise. The beneficiaries of these events will become the promoters of these ideas, so that the projects can be perpetuated.
- New cultural organisations and services will be created and local cultural and tourism organisations will be strengthened. The project will result in an increase in the number of tourists visiting the target area, improved digitalisation of tourism products, improved coordination and cooperation between private and public stakeholders, improved data-driven decision-making for tourism development and a boost to the local economy through sustainable tourism development.

## Work plan

As the project aims to address the challenges of attracting digital nomads to small territories, the following activities have been proposed to achieve the expected results:

1. Development of a welcome portal: In order to provide digital nomads with essential information such as affordable accommodation, regulations, co-working spaces, community forum and digital services, a welcome portal will be created. The portal will serve as a one-stop-shop for all the necessary information a digital nomad would need before and during their stay.
2. Implementation of voucher schemes: Vouchers will be provided to digital nomads to promote cultural experiences, local tours and accommodation. This voucher scheme will

- involve local people, communities and tourism companies to ensure the promotion of local products and services.
3. Local empowerment: The project aims to empower the local community by creating training programmes for locals using digital nomads as knowledge providers. This activity will help to increase the multicultural/foreign language skills of the local population, integrate DNs into the local community and promote community action.
  4. Unique branding of the sites: In order to differentiate the selected sites from other DN sites, the project will focus on unique branding by highlighting the unique features of the sites. This branding will be developed in collaboration with local stakeholders to ensure that it accurately represents the local culture and community.
  5. Creation of new cultural organisations and services: The project will support the creation of new cultural organisations and services to enhance the cultural offer of the selected areas. This activity will help to promote local culture and attract more digital nomads to the region.
  6. Improved digitalisation of tourism offers: The project will focus on improving the digitalisation of tourism offers in the selected areas to make them more accessible and attractive to digital nomads. This activity will include the development of digital maps, guides and apps to provide better information to tourists.
  7. Improved coordination and cooperation between stakeholders: To ensure the sustainable development of tourism in the selected areas, the project will focus on improving coordination and cooperation between private and public stakeholders. This activity will include the creation of a platform for stakeholders to exchange information, ideas and best practices.
  8. Improving data-driven decision making: The project will aim to improve data-driven decision-making for tourism development by collecting and analysing data on tourist behaviour, needs and preferences. This data will be used to inform the development of new products and services to attract digital nomads to the region.

### **Synergies with past experiences and capitalization of other EU Projects**

The project has several synergies and previous experiences with EU and other initiatives, including:

- [Remote Working Community Programme](#) in Croatia;
- [CARPE DIGEM](#): Catalysing Regions in Peripheral and Emerging Europe towards Digital Innovation Ecosystems;
- [AlpSatellites](#): Managing the transition to hybrid work and satellite offices to revitalize remote mountain areas.

The first remote working community programme in Croatia was implemented in Zadar. One of the greatest benefits of remote working is the ability to set up an office virtually anywhere. Digital

Nomad Valley Zadar was a 6-month co-living project aimed at attracting remote workers to the city of Zadar. The community linked remote working with a variety of local initiatives, built a network of collaborative workspaces and offered a variety of activities. The project proves that it is possible to attract a fairly new type of traveller in virtually any location that provides basic infrastructure, by building the community from the ground up. It is a unique project that brings together remote workers on a hop-on, hop-off basis - allowing remote workers to come for as little as two weeks or stay for the whole season. The project has been described in the media as ["the first digital nomad village in Croatia "](#).

## ACTUATOR - Adriatic network of Cultural and natural heritage for the sustainable development of Inland tourism

The aim of the project, developed by team B, is to address some of the main challenges that the tourism ecosystem is facing nowadays.

The tourism industry was one of the hardest hit by the COVID-19 crisis, and the socio-economic consequences of the conflict that broke out in February 2022 pose similar contemporary challenges to the Italian and Croatian coastal hinterland. These challenges include the depopulation and abandonment of the hinterland, especially by young people who, faced with the difficulty of finding employment opportunities in the rural and mountain areas where they live, are driven to seek their fortune in larger cities, abandoning their own territory. The low attractiveness of jobs in the tourism sector, especially for young people, is another factor that needs to be addressed.

The seasonality of tourism also has a strong impact on local communities: the concentration of flows in certain periods is often a problem for the destination and for the economic operators themselves, as this seasonal concentration does not generate a broad-based economy that would allow operators to work all year round and thus stay and populate their territory.

While policies aimed at developing rural areas and routes that attract tourists to less concentrated areas are fundamental, the active involvement of all the inhabitants of a territory, especially the younger generations, is essential. To this end, the inhabitants must become "habitators", "active witnesses" of what their area has to offer and pass on their knowledge to the tourists who visit their territory. Both Italy and Croatia have more than 25 centuries of culture that offer a multitude of opportunities that create value, but without a strong network between these opportunities there is a lack of experience. To overcome this obstacle, all actors need to work together as an integrated network of territories, communities and heritage, supporting each other.

### **Overall objective**

In order to tackle these challenges, the project ACTUATOR will contribute to the identification, description and mapping of the environmental and cultural sites of the Adriatic Mountains' territory, often unknown and undervalued, and define new itineraries that will allow the diversification of tourist flows from the most crowded areas to lesser-known sites spread throughout the territory, using these routes as a tool for the creation of innovative diversified tourism products.

To this end, a common web portal will be created and used to disseminate knowledge and data sharing about the selected cultural and natural sites, to raise awareness of the importance of their conservation and to support the development of networks for the exchange of best practice in the management of these sites and the promotion of sustainable tourism in the area.

Tourism can provide important economic support for urban and rural destinations and their SMEs. At the same time, as a link between people and the surrounding environment, sustainable tourism

has a unique capacity to preserve the social and cultural well-being of local people and to be a catalyst for environmental stewardship and conservation.

The active engagement of all actors in the territory, will allow this “transformation” from inhabitants to “habitators” and it is of the utmost importance to involve the younger generations in this transformation. For this reason, the project envisages the organisation of specific educational sessions aimed at high schools in the concerned areas of IT-HR to train students on the new digital and green skills relevant to the EU double transition in tourism. To this end, tourism businesses and SMEs will work together with education providers, thus enabling the development of attractive career paths for young people and will be essential to attract and retain a skilled workforce and to re-launch tourism with improved long-term resilience.

### Work plan

The project main activities include:

**WP 1 - IDENTIFY:** This activity aims to identify common, lesser-known cultural heritage and natural sites Points of Interest (POI - capitalising BOOST5 Inventory of Heritage in minor territories) suitable for macro-regional networking. Building upon the Cross-Border database of Natural and Cultural Heritage developed in the Made in Land and Take it Slow projects, as well as on Landscape Observatory network.

**WP2 - CREATE:** The points of Interest identified in WP1 shall be integrated in a web platform that networks lesser-known local heritage sites, creating new cultural routes, and connecting new signatories that widen the Landscape Observatory network.

**WP3 - LEARN:** education and training of stakeholders (in particular the youth) to widen the knowledge of the natural and cultural heritages identified in WP1 both “in situ” and cross-border. The activity aims to raise awareness and to educate high-school students from the inlands about their local Cultural and Natural heritage sites, as well as the importance of their preservation and sustainable fruition towards the green transition. Through targeted training sessions and workshops, stakeholders from local communities will learn about the benefits of sustainable tourism and the potential impacts of tourism. The training will also focus on promoting responsible behaviour among the general public in the fruition of these sites: the goal is to foster a greater sense of responsibility and engagement among the youth in the protection and promotion of the heritage sites of the Adriatic Mountains regions, and to promote sustainable tourism practices that support the long-term sustainable development of the sector.

**WP4 - COMMUNICATE:** Development of initiatives promoted in lesser-known destinations, led by mixed consortia (including associations, municipalities, etc.), cross-border and involving vulnerable groups (such as young people). By involving secondary schools, local tour operators, web communication agencies/experts and universities, students will acquire new digital skills, to develop new ways of narrating the territory. A specific photo contest will be launched: The aim of the photo competition is to promote the Adriatic region, but also to encourage high-school students to think about the region in a unique way and to capture the details and through the lens of their cameras, thus strengthening the territory's identity and brand. WP3 and WP4 will work towards the creation of a young and skilled workforce that will be essential to re-launch tourism with improved resilience.

**WP5 - CAPACITY BUILDING AND DISSEMINATION:** Strengthening participatory approaches and communication strategies among key stakeholders to promote innovative approaches to sustainable tourism development in the inlands. Promoting multi-stakeholder dialogue to identify needs and engage all actors of the territory by developing a participatory communication strategy to respond to their needs. Creation of a dedicated website to disseminate knowledge about the selected cultural and natural sites, to raise awareness of the importance of their conservation and to support the development of networks for the exchange of best practices and the promotion of sustainable tourism in the area.

### **Synergies with past experiences and capitalization of other EU Projects**

**MEDUSA - ENI CBC Med:** Tourism in the Mediterranean is a key driver of socio-economic progress and an important source of income for many of its countries. Some of the challenges facing the sector are the dominance of mass seaside tourism and the seasonal nature of the industry. The MEDUSA project addresses these challenges through targeted cross-border interventions in the region to develop and promote Adventure Tourism (AT) as a sustainable niche in the tourism market, offering the opportunity to showcase lesser-known destinations and attract tourists throughout the year. Through capacity building activities and the creation of cross-border routes and itineraries that offer improved adventure tourism products, MEDUSA aims at contributing to job creation and income generation for local communities in the medium and long term.

**S.T.A.R.T.** - Sustainable and technological approach to rethink tourism (Erasmus+ Programme): The project, carried out by a partnership of 9 organisations from 4 EU countries, aimed to support the personal and professional development of tour operators through the co-design and implementation of a training programme for green and digital upskilling of tour operators, in order to guide and inspire them to rethink their business models in a circular way, using new business models, taking advantage of new digital technologies.



**TAKE IT SLOW:** This Interreg Italy-Croatia 2014/2020 Project, was designed to establish, manage and promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green & slow tourist destination of the Mediterranean based on accessible, protected, valorised natural and cultural heritage of its islands, coasts and rural areas of the Adriatic. Project activities triggered high-quality levels of services and products of the tourism value chain through smart specialisation concepts stimulating innovation, knowledge, competitiveness, networking and CB partnership processes. As a matter of fact, TAKE IT SLOW is developing a CB partnership platform of scientific, private and public sector with 120 actors, as well as a strategic framework, methodology and marketing strategy of CB tourism destinations focused on several cultural & natural heritage sites, with improved accessibility put in place. Doing so, the project will contribute to more balanced seasonality of tourism activities on natural and cultural heritage sites within the project area, making natural and cultural heritage a leverage for sustainable and more balanced territorial development. A strict synergy between the activities of the two projects is ensured through the participation of SVEM, who created a Cultural Heritage Interpretation Centre in Fonte Avellana as a pilot action in the context of WP5.

## VALORIAN - Valorisation of maritime industrial heritage in the Adriatic region through uptake of new technologies

The main objective of the project developed by Team B is the development of tourism based on the enhancement of the maritime industrial heritage in the towns of the Adriatic Coast, in order to support the transformation of these towns into a transition point from fast to slow tourism, that is, from a form of tourism characterised by seeing as much as possible in a short period of time to one characterised by reducing mobility and taking time to explore local history and culture, whilst respecting the environment.

The project will document the existing maritime heritage in the target areas (Catalogue of Maritime Heritage) and propose a series of actions and tools (Models of Cooperation and Revitalisation Actions) in order to capitalise on its touristic and cultural potential. It also aims at supporting the creation of alternative tourist routes with special interest themes, linking the industrial heritage centres with the surrounding hinterland. Actors involved in the revitalisation of industrial heritage will be supported in the implementation of sustainable principles and the use of new technologies.

### **Overall objective**

A number of towns on the Adriatic coast have a rich industrial history linked to their proximity to the sea and the availability of transport routes. The diverse industrial production of the 18th and 19th centuries was difficult to achieve without a direct link between the city and the sea, i.e., without the activities typical of a sea port. Cities and towns with rich industrial and port history are present on both West and East Adriatic Coast: greater cities as Ancona, Ravenna, Rijeka, Šibenik as well as smaller towns as Bakar, Chioggia, Trogir. Many industrial areas, factories and large parts of this industrial heritage are currently neglected and represent a great potential for conversion into tourist attractions.

This project is based on international cooperation to explore models and possibilities of using industrial heritage for tourism purposes and to make proposals for its revitalisation and conversion. There will be a strong emphasis on the use of new technologies to create new tourist values and experiences, and on the integration of less developed areas, which have gravitated towards the industrial centres on the coast, into these new special interest tourist routes.

The overall objective of the project is to establish links between regional maritime industrial heritage centres, to carry out knowledge and best practice transfers between these centres, and to propose models and tools for local application in order to support the revitalisation of maritime industrial heritage as a tourist asset and cultural heritage.

Stakeholders in tourism and revitalisation initiatives will be supported and trained to develop sustainable solutions based on the implementation of new technologies (VR, AR, AI, Big Data, IoT,...). Another important objective would be to link less developed areas in the hinterland with the

industrial heritage centres on the coast, based on their cultural and historical links, in order to develop tourist routes of special interest.

The collaboration between partners and stakeholders will lead to the identification of innovative, replicable and sustainable cooperation models for the valorisation of maritime industry infrastructure that is recognised as a valuable heritage. The partnership will provide recommendations to policy makers and stakeholders on how to enhance the hidden potential of maritime heritage, influence the quality of life of citizens and support the uptake of new technologies by cultural and creative industries and tourism operators who could create new value and new work opportunities.

The expected results include:

- Creation of a catalogue of existing maritime industrial heritage in the target regions/cities;
- Proposals for models and tools for cooperation between international stakeholders;
- Proposed models and tools for revitalisation actions;
- Increased capacity of revitalisation actors to design solutions and adopt new technologies/digitalisation;
- Better integration of hinterland/remote areas into new tourism value chains based on maritime heritage;
- Strategic and Policy Recommendations;
- Raising awareness;
- Creating an incentive for better (passenger, recreational) interconnection between the West and East Adriatic Coast.

### Work plan

In order to achieved the aforementioned objectives, the following work plan is proposed.

#### WP 1

**Mapping of maritime industrial heritage sites in the target regions:** Partners should carry out an analysis and create a database of existing maritime industrial heritage sites in their regions that have potential to be revitalised in the context of sustainable tourism and the creation of special interest tourism routes.

**Mapping of initiatives and stakeholders already contributing to the promotion and use of maritime heritage:** Partners should carry out research on existing national and transnational initiatives related to the valorisation of maritime heritage, which could include different stakeholders such as museums, historical societies, conservation organisations, public authorities,

educational programmes and tourism initiatives. The aim of the activities is to identify and build on existing good practices.

**Analysis of linkages (local & regional):** Building on previous activities, partners will identify and assess the potential for exploiting historical and cultural linkages between maritime heritage sites and the inland areas surrounding them. In addition to these local links, regional/transnational links between industrial heritage sites will be assessed with a view to their valorisation in a tourism context.

## WP 2

**Development of models and tools for cooperation between international actors:** This activity will develop models and tools to facilitate cooperation between international actors involved in the valorisation of maritime industrial heritage. This will include proposals for online platforms for information exchange, the development of guidelines for cooperation and the establishment of protocols for cross-border cooperation.

**Define format for exchange of best practices (events, materials, tools):** involves defining the format for exchange of best practices between actors involved in the valorisation of maritime industry heritage, based on best practices and stakeholder needs. Possible formats could be conferences and workshops, the development of materials such as reports and guidelines, and the creation of tools such as databases and online platforms.

**Piloting best practice exchange models:** This activity will test and pilot the best practice exchange models and tools developed in the previous activity to determine their effectiveness and identify areas for improvement.

**Building the Adriatic Maritime Heritage Network:** This activity involves building a network of stakeholders involved in the valorisation of the maritime heritage in the Adriatic region and creating a common strategy. Stakeholders identified in previous activities will be invited to sign a Memorandum of Understanding. The network can help to promote the exchange of knowledge and best practices and facilitate cross-border cooperation in the preservation and promotion of maritime industrial heritage in the region.

## WP 3

**Development of models and tools for the revitalisation of maritime heritage:** This action will develop models and tools to support the revitalisation of maritime heritage in the context of

sustainable tourism. This would include the development of frameworks for assessing the heritage value of different sites and resources, the development of strategies for heritage conservation and promotion, and roadmaps for the involvement of entrepreneurs and tourism stakeholders. Attention would be given to the development of links and routes to inland rural areas.

**Defining the methodology for the revitalisation approach:** This action involves defining the methodology for the revitalisation of maritime heritage, i.e., developing guidelines for the assessment and prioritisation of heritage sites, creating a roadmap for the implementation of heritage initiatives, and identifying key stakeholders and partnerships that could develop tourism routes linking maritime heritage with inland rural areas.

**Training and education for revitalisation actors:** This action aims to organise multidisciplinary workshops for policy makers, industry and tourism actors on topics that will support the uptake of new technologies and the creation of sustainable solutions for the revitalisation of maritime industrial heritage (digitalisation, design thinking approach, sustainability/business model, action plan development, etc.).

#### WP 4

**Policy Dialogue Workshops:** This action will consist of a series of meetings and events bringing together policy makers, stakeholders and experts to discuss and exchange ideas on the valorisation of maritime industrial heritage in the Adriatic region. The events would include discussions on the challenges and opportunities for promoting sustainable tourism, preserving cultural heritage and enhancing economic development in the region. These workshops will also be used to gather input and feedback from different stakeholders and target groups.

**Developing policy recommendations:** Following the policy dialogue workshops, the next step would be to develop policy recommendations based on the discussions and insights gathered during the workshops. This involves analysing the feedback, identifying key themes and issues, and formulating specific policy recommendations that can address the challenges and opportunities identified in the region. The policy recommendations should be evidence-based, practical and consistent with the broader policy objectives of the region and relevant national and international frameworks.

#### Synergies with past experiences and capitalization of other EU Projects

**REFREsh:** The main objective of the REFREsh project (Interreg Central Europe) was to reutilize industrial heritage through new forms of creative use, involving creative actors but also actors from the trade and service sector in the process. During the project, ten partners from Germany, Hungary, Slovenia, Italy and Croatia collaborated for three years to reutilize five selected industrial sites in

the countries. Investments were implemented in Freiberg (DE), Komló (HU), Piran (SI), Castello di Godego (IT) and Lokve (HR).

**Forget Heritage:** The Forget Heritage project (Interreg Central Europe) was a three year long project, which started on 01.06.2016. The main objective of Forget Heritage was promoting cooperation between central European cities in order to identify innovative, replicable and sustainable Public Private Cooperation management models of the historical sites by valorising them through setting up Cultural and Creative Industries.

**REMEMBER:** the project – “REMEMBER – REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tERritorial growth” – is funded as part of Priority Axis 3 “Environment and Cultural Heritage,” a European Italian-Croatian programme intended to preserve and enhance the physical and immaterial historical heritage of the 8 Italian and Croatian Adriatic ports that are part of the network – Ancona, Venice, Trieste, Ravenna, Rijeka, Zadar, Dubrovnik, and Split. The purpose of REMEMBER is to promote new forms of sustainable tourism connected to the appreciation of local cultural heritage so as to stimulate the economy and create employment thanks to the creation of tours and itineraries, and by using virtual and digital technologies to advance the single sites.

**ADRION 5 Senses:** The ADRION 5 SENSES Project was focused on the ADRION area, studied in-depth the area’s high potential for further development of sustainable tourism, and successfully addressed the common territorial challenge which is the lack of a sustainable tourism model based on innovative, high-quality tourism products and services.

**CHRISTA:** The overall objective of this Interreg Europe project is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitisation, with capitalisation of good practices, policy learning, policy implementation and capacity building.

**FRAMEsPORT:** This Interreg IT-HR project performed a coordinated initiative supporting an integrated and sustainable development of small ports in a strategic perspective, thus allowing them to be pro-active socio-economic drivers of the development in the Adriatic coasts. Furthermore, [a tailor-made ICT platform](#) collected and systematised relevant key data on small ports to be shared as starting point of any further development. FRAMEsPORT built on existing knowledge and capitalised results of pilot initiatives by integrating them in a new strategic framework boosting small-scale maritime nodes performances along the Adriatic coasts.



**European Route of Industrial Heritage:** Currently ERIH presents over 2,200 sites of all branches of industry from all countries, that are partly or entirely considered part of Europe from a political, cultural or geographical point of view. The database of sites is constantly being expanded.

## Examples of new thematic natural/cultural routes and connecting natural/cultural routes in EUSAIR

The CIRCLETOUR project focuses on the development of new and environmentally sustainable cycling routes linking the coast and the hinterland and with the precious involvement of local communities in the valorisation and management of the underwater cultural heritage. In particular, this route would focus on the trans-border territories of Friuli Venezia Giulia and the Primorje-Gorski Kotar County but further actions could also involve other regions in the Adriatic area that share some common features, like Apulia and the and the Ravni Kotari/Zadar area.

Through the implementation of the DIGILOCAL project in several minor and undiscovered territories on both sides of the Adriatic Sea, the aim is to harmonise the distribution of tourism flows throughout the year by attracting a new type of visitors like digital nomads. We could also consider creating a dedicated “Digital Nomads Route” through a network of Italian and Croatian remote working communities in minor territories, with a programme to encourage digital nomads to move between these different communities.

ACTUATOR has a twofold objective: to create cultural and naturalistic itineraries linking different areas of the Adriatic mountains, and to involve young people as active citizens in the development of their own territory with a specific focus on the development of skills that are necessary in this complex tourism ecosystem. This route could link specific territories of the Apennines ( Emilia Romagna, Marche and Abruzzi) and the Gorski Kotar mountainous regions (Primorje-Gorski Kotar County and Karlovac County).

The vast maritime industrial heritage - unfortunately often neglected today - that characterises the Adriatic coast will be enhanced thanks to the VALORIAN project that works towards the creation of a cultural route connecting maritime industrial heritage as well as connecting the hinterland and the coast. This route would connect coastal territories of both Italy and Croatia who present a rich maritime industrial heritage, e.g., Ancona, Ravenna, Rijeka, Šibenik as well as smaller towns as Bakar, Chioggia, Trogir.



## Conclusions and contribution to the EUSAIR strategy

Thanks to the active and concrete involvement of key local stakeholders, BOOST5 contributes to the EUSAIR strategy, and in particular to the development of Pillar IV on Sustainable tourism. The methodology developed in BOOST5 for the organisation of the Transnational Codesign Laboratories represents a flexible and replicable tool to be used with stakeholders and provides an opportunity to exchange ideas between stakeholders from different backgrounds and from different territories within the Adriatic and Ionian region. During the confrontation, people were able to share their views, their concerns, their needs as well as the problems encountered during the implementation of previous EU projects, in order to better plan and address them within the 2021-2027 programming period.

The different project concepts developed during the laboratories present ideas for new cultural itineraries to be developed within the Adriatic Region, and specifically in the Italy-Croatia cross-border cooperation area, focusing on four different themes and objectives.

All the new project ideas point to sustainable, green and slow tourism development, integrating tourists and local communities to ensure the sustainable growth of the whole area, where tourism should be seen as a resource to be managed all year round.

The capitalisation and lessons learnt from the five projects capitalised in BOOST5 have been used to develop four new project ideas to contribute to EUSAIR Pillar IV - Flagship 1 - AIR Cultural Routes with new proposals for diversifying, de-seasonalising and delocalising tourist flows within the area and promoting new and innovative integrated coastal and inland tourism products to maintain the competitiveness of the sector.

The results can be easily adapted to other areas and contexts, as they represent replicable working models for achieving concrete and effective results for the sustainable use of cultural assets for the growth of the tourism sector. Furthermore, the applied analysis methodology and participatory planning could be transferred to other target categories such as: infrastructure and (public) service providers; education, training, schools. As a case history, the BOOST5 results and strategy is an educational tool for professionals in the tourism and cultural industries.

## Annex I - Transnational Co-design Labs Methodology

### 1. Introduction

This document is intended to provide a methodology for leading the TRANSNATIONAL LABORATORIES to design project ideas inserted in the Boost 5 Interreg Project. These Transnational Labs are intended to lead participants towards the development of the four project ideas at the core of deliverable D 3.2.2 EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER. (See section 6) The aim of the laboratories is to develop a new proposal process to design project ideas (including profile mapping, needs and skills matrix, cultural tourism fund raising, project ideas design and partnership composition, calls for proposals, study and application documents arrangements) that could be implemented within the next 2021-2027 programming period.

The main subjects of interest that have been identified by Boost5 project partners include:

- Sustainable and inclusive tourism;
- Creative and digital economy;
- ICT system and technologies;
- Education and training for the diffusion of digital technologies;
- Innovative business models and entrepreneurial mentoring;
- Clustering and networking.

The Transnational Co-design Labs will be closely connected to D 3.1.1 Inventory of heritage in minor territories and D3.1.2 Thematic best practices catalogue, which involved stakeholders from each partner to scale best practices on a local level based on ongoing local needs and initiatives, and D 3.2.1 White Paper which identifies financial opportunities in the next programming period for tourism sector enhancement at IT-HR territorial level.

The project ideas that will be generated during the Transnational Co-design Labs will be at the core of D 3.2.2. EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER and will develop sustainable and thematic natural/cultural routes and connecting natural/cultural routes in EUSAIR (specifically in the Italy-Croatia programme area). (see section 6)

## 2. A general overview of Co-design Labs and Project Canvas Methodology

**Co-design Labs** are a space for “creative collaboration”. It is rooted in participatory and user-centred design, and aims to involve participants in the early phases of the process. The level of involvement can vary from informing about the project to having the role “user-as-a-partner” in designing, based on the idea that everyone can be creative. The emphasis is more on designing with people rather than designing for people. It is a way for discovery and exploring opportunities rather than producing final solutions, and aims to start discussion among participants. Usually design practitioners facilitate co-design workshops by guiding participants through the design process, and leveraging their expertise in the given topic.

So, Co-design is a powerful way to improve design processes and generate abundant and diverse ideas beyond what just one individual can produce.

In the framework of BOOST5, 4 online Transnational Co-design Labs will be organised and carried out from the project partners with the aim to design 4 project ideas (2 for IT and 2 for HR) for 2021-27 programming period on the followings topics of interest: Sustainable and inclusive tourism; Creative and digital economy; Ict system and technologies; Education and training for the diffusion of digital technologies; Innovative business models and entrepreneurial mentoring Clustering and Networking.

During the Labs, Project Canvas methodology will be used to involve all participants in the development of the project ideas.

**Project Canvas** is a visual tool created by Simon Stubben in 2014 for having everyone involved and understand the project in a simple way and it improves communication in project teams and provides a simplified project overview.

To keep the tool simple, Project Canvas is inspired by empirically tested visual tools such as Alexander Osterwalder’s Business Model Canvas and the Game Plan. Project Canvas is developed by several experienced project managers who combine both academic research and practical use. This work has resulted in Project Canvas, which consists of 13 elements that altogether give you a complete overview of the project.

The tool has proved valuable as a:

- pre-project tool to kickstart projects and specify their purpose, the reasons behind the project itself and how it should be delivered;
- sales tool to sell and convince recipients to accept a project;
- briefing tool for communicating project status;
- project management tool for those simple projects that do not need complex management systems.

Project Canvas can be used both offline, as a physical printout with post-its, and online. To make these transnational sessions happen, we use Miro, a digital workspace for visual collaboration, a perfect tool to digitise the information on the project canvas, without losing any of the interactivity and visualisation. A Miro board to be used in the laboratories will be prepared and sent to PPs. Thus, allowing partners to collectively contribute to the project canvas in an interactive way. And once completed, the project canvas allows you to see relationships between the elements in a single overview.

### 3. Transnational Co-design Labs setting

Online Transnational Co-design Labs will be organised from 2 teams, which will carry out 2 Laboratories each and will be composed by project partners and their stakeholders.

Each team will consist of a total number of maximum 15 participants, including 1 Facilitator, 4 project partners and maximum 10 stakeholders, in particular those belonging to “Civil society organizations such as rural development associations, local action groups and associations in the field of culture, agriculture, environment, etc.” as mentioned in the AF. The selection of the stakeholders will be up to each team that can decide whether to involve the same or different stakeholders during its 2 laboratories.

Project partners will be distributed in the 2 teams on basis of 2 criteria:

1. geographical scope, i.e., to assure the transnational value of project ideas each team should consist of both Italian and Croatian Partners;
- 2.. their previous experience in Standard or Standard plus projects capitalised in BOOSTS Project, i.e., ATLAS, TEMPUS, REVIVAL, MADE IN LAND and UnderwaterMuse.

The following two groups are proposed:

TEAM A	TEAM B
LP TECNOPOLIS SCIENCE AND TECHNOLOGY PARK	PP4 MARCHE REGION (IT Lab 3 Host)
PP1 FRIULI INNOVATION CONSORTIUM (IT Lab 1 Host)	PP2 SIPRO DEVELOPMENT AGENCY – FERRARA
PP5 ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA (HR Lab 2 Host)	PP3 STEP RI SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA LTD (HR Lab 4 Host)

PP7 REGIONAL INSTITUTE FOR THE CULTURAL HERITAGE OF AUTONOMOUS REGION OF FRIULI VENEZIA GIULIA	PP6 CITY OF RIJEKA
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Two main figures should be present in each lab:

**Host:** represents the partner who is in charge of inviting participants, welcoming them to the Lab and explaining eventual next steps at the end of the session.

Concerning the Labs organized by Team A, the following Hosts are proposed:

- PP1 FRIULI INNOVATION CONSORTIUM, as Italian Partner and Coordinator of D.3.2.1
- PP5 ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA, as Croatian Partner

Concerning the Labs organized by Team B, the following Hosts are proposed:

- PP4 Marche Region, as Italian Partner and Coordinator of D 3.2.2
- PP3 STEP RI SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA LTD, as Croatian Partner

**Facilitator:** represents the person who is in charge of leading the Lab, by following the agenda. The facilitator, a Project Manager expert in Interreg Programmes, explains the different activities to the participants and supports them in case of questions or doubts.

The Transnational Co-design Labs should run in digital and participants will collaborate together on interactive tools, namely Miro, following the Canvas methodology. The language used during the Labs should be English.

Before running the first Labs, PP4 Marche Region, with the support of the in-house regional development company (SVEM), will send to Project partners a questionnaire (Annex I) with the aim to identify 4 solid and cross-border ideas to be developed during the Labs.

For filling-in the questionnaire, it is suggested to Project partners to base their replies by consulting:

- the D 3.1.1 INVENTORY OF HERITAGE IN MINOR TERRITORIES
- the D 3.1.2 THEMATIC BEST PRACTISES CATALOGUE
- with relevant stakeholders.

The Questionnaire's results will be elaborated by PP4 Marche Region, with the support of the in-house regional development company (SVEM) and the four project ideas will be communicated to Project Partners. The four Project Ideas will be then attributed to Team A and Team B, based upon the needs and learnings expressed in the questionnaire.

Each idea should be related to one of the following topics of interest:

- Sustainable and inclusive tourism;

- Creative and digital economy;
- ICT system and technologies, Education and training for the diffusion of digital technologies;
- Innovative business models and entrepreneurial mentoring.

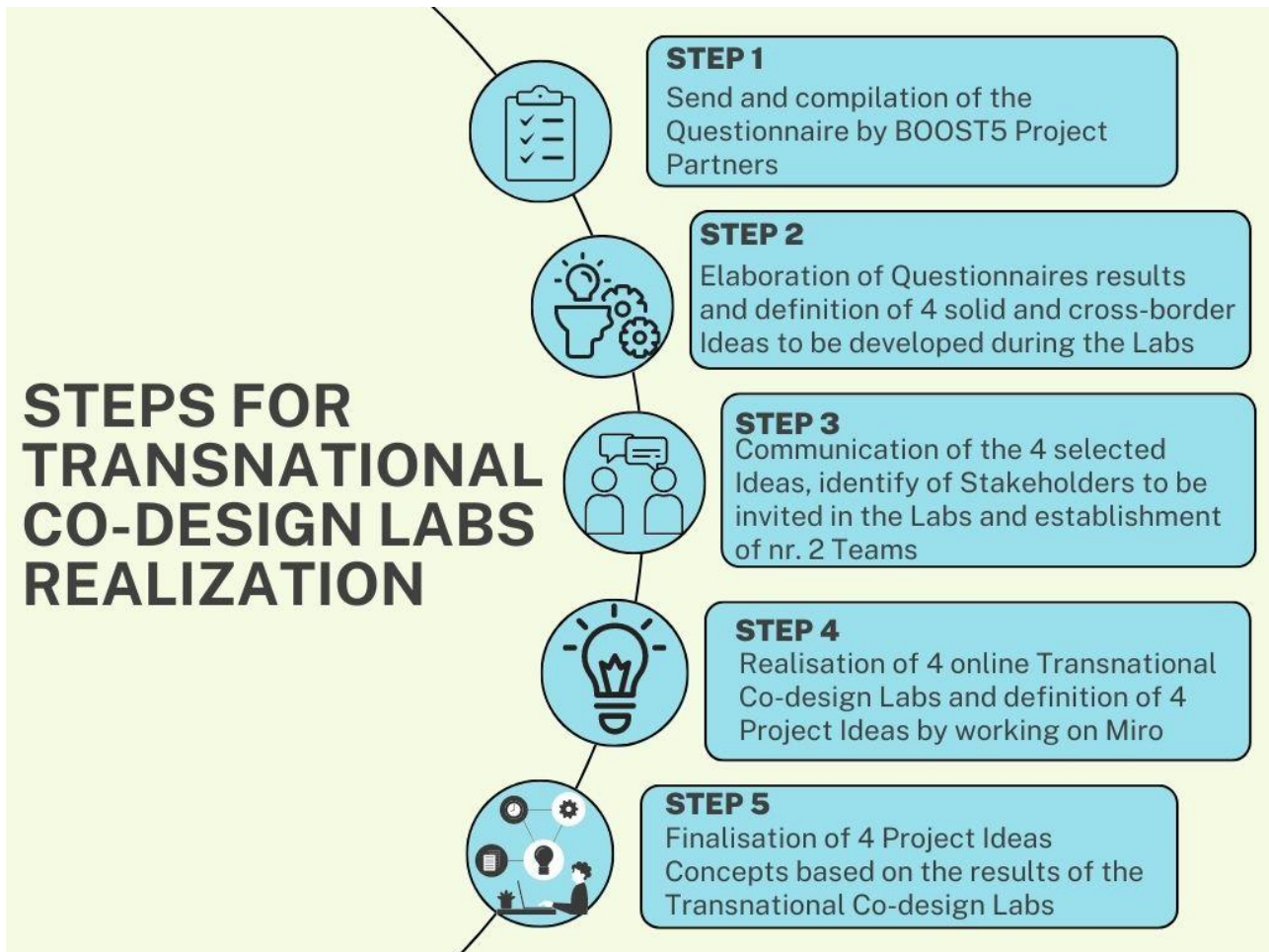
Considering the Cross-border cooperation of the Interreg IT-HR Programme, clustering and networking are to be considered as a fundamental and crosscutting topic that should be at the heart of every project idea.

Each Project partner will identify the relevant stakeholders to invite to the Labs and promptly inform them about the selected project ideas.

It is recommended, before participating to the Labs, that identified stakeholders go through the webliography provided in the present methodology guide in Appendix at pag. 14.

During the Labs participants will collaborate to co-design the project ideas (2 for IT and 2 for HR) for 2021-27 programming period, using the Project Canvas Tool.

The 4 project ideas will be collected in D 3.2.2 EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER.



#### 4. Transnational Co-design Labs Agenda

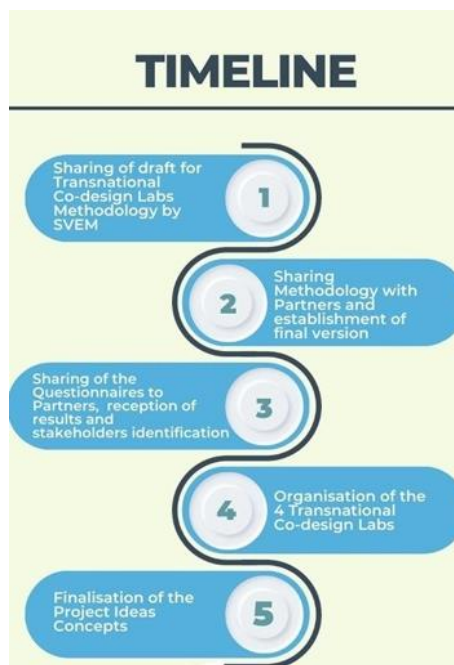
Each Transnational Co-design Lab will last 3 hours, will be managed according to the above-mentioned recommendation and it will be structured around the following agenda:

- Introduction (Host) / 10 minutes: Participants enter the session and the Host introduces the context, goals and methodology of the Lab and the Facilitator.
- Warm up (Facilitator) / 10 minutes: The Facilitator illustrates the idea to be developed during the Lab and shares with participants the Miro board to work on.
- White paper highlights / 5 minutes: Highlights of D. 3.2.1 “WHITE PAPER identifying financial opportunities in the next programming period for tourism sector

enhancement at IT-HR territorial level”, with reference to the transnational financial opportunities.

- Presentation of Best Practices / 10 minutes: the Facilitator introduces some examples of Best Practice from IT-HR 2014-2020 Programming period, to capitalise in the next IT-HR 2021-2027 Programming Period. Best Practices should refer to the specific topics selected for the new Project Idea.
- Co-creation of Project ideas / 145 minutes: the Facilitator illustrates the Project Canvas tool (Annex II), and guides participants to co-design 1 project ideas by working on Miro and to fill in the Project Ideas Form (Annex III). More details are illustrated in Annex II and Annex III.

## 5. Timeline of Transnational Co-design Labs



## 6. Appendix on Air Cultural Routes Flagship

**EUSAIR Pillar 4 - Sustainable Tourism** is proposing 5 flagships with concrete actions countries will meet to follow common goal/solutions for the macro-region. The first of them is just the **F1 - AIR Cultural Routes Flagship** which follows the EUSAIR Thematic Priority to develop sustainable and thematic cultural routes/connect Cultural Routes in EUSAIR and addresses the need for harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for:

- **the creation of innovative diversified tourism products;**



- supporting the development of cycling, walking/hiking
- and sailing routes that would better connect all EUSAIR Cultural routes.

The challenge is to address regional connectivity of locally micro-managed routes.

It is to be integrally mentioned the official description of the flagship from the document approved by THE 12<sup>th</sup> EUSAIR Governing Board in June 2020 ([https://www.adriatic-ionician.eu/wp-content/uploads/2020/10/EUSAIR-flagships-GB\\_clear-8-june.pdf](https://www.adriatic-ionician.eu/wp-content/uploads/2020/10/EUSAIR-flagships-GB_clear-8-june.pdf)) :

TITLE OF THE FLAGSHIP	MACROREGIONAL CHALLENGE/ NEEDS/ STRATEGIC IMPORTANCE	OVERALL GOAL/ EXPECTED IMPACT	REMARKS
<p><b>AIR CULTURAL ROUTES</b></p> <p>Development of Sustainable and thematic cultural routes/connecting cultural routes in EUSAIR</p>	<p>Flagships addresses the need for harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products; supporting the development of cycling, walking/hiking and sailing routes that would better connect all EUSAIR Cultural routes. The challenge is to address regional connectivity of locally micro-managed routes.</p>	<p>Diversification of products; supporting: development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorization of coastal underwater cultural heritage</p>	<p>Harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products. The challenge is to address regional connectivity of locally micro-managed routes.</p>

Useful webliography to get on point for the Labs:

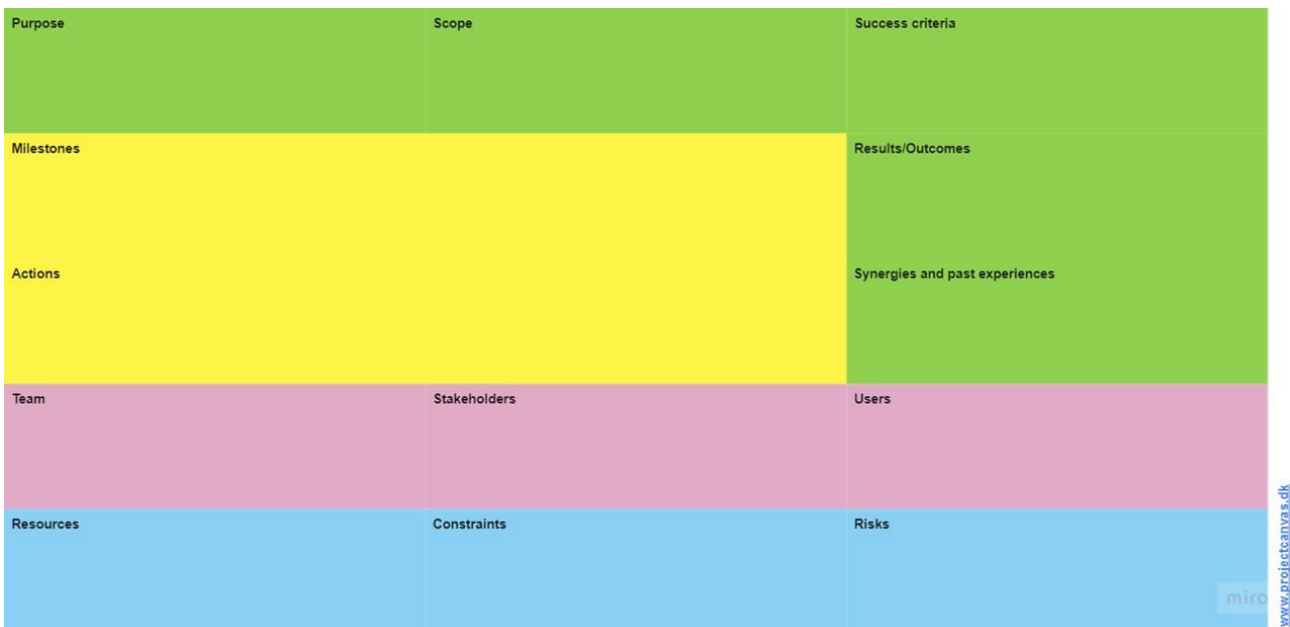
- <https://www.adriatic-ionian.eu/2020/05/29/eusair-flagships-defined-within-pillar-4-sustainable-tourism/>
- <https://www.adriatic-ionian.eu/wp-content/uploads/2019/01/Roadmap.pdf>
- <https://www.adriatic-ionian.eu/2019/10/03/are-cultural-routes-of-the-coe-a-driving-force-for-development-in-the-eu-macro-regions/>
- <https://rm.coe.int/routes4u-study-eusair-policies/16809e90aa%0A%0A>
- <https://www.adriatic-ionian.eu/2022/10/26/the-18th-eusair-tsg-4-sustainable-tourism-meeting-held-in-greece/>
- <https://etc-eusair-network.eu/images/Documenti/project-booklet--pillar-4.pdf>
- <https://rm.coe.int/branding-eusair/168097ed24>

## ANNEX II - Project Canvas Methodology

### 1. About Project Canvas

Project Canvas<sup>2</sup> is a visual tool created by Simon Stubben in 2014 “for having everyone involved<sup>3</sup>” and understand the project in a simple way and it improves communication in project teams and provides a simplified project overview.

To keep the tool simple, Project Canvas is inspired by empirically tested visual tools such as Alexander Osterwalder’s Business Model Canvas and the Game Plan. Project Canvas is developed by several experienced project managers who combine both academic research and practical use. This work has resulted in Project Canvas, which consists of 13 elements that altogether give you a complete overview of the project.



<sup>2</sup> <https://projectcanvas.dk/>

<sup>3</sup> <https://miro.com/blog/project-management-template-project-canvas/>

## 2. Project Canvas and its elements

Project Canvas consists of 13 elements referred to 4 categories:

### GOAL-SETTING

**Purpose**, which describes why the project is started and the desired outcomes, which should be achieved. It is the fundamental reason for initiating the project, leading to the end result. Purpose creates significant value for the project owner, the people involved in the project and its end users. It is important to identify what you plan to achieve. Therefore, the purpose acts as a continuing guideline for the project. It highlights what the project will accomplish and the benefits it should bring and it should also unify the team's understanding of the project.

**Scope**, which represents what is part of the project and what is outside of the project boundaries. It is a considerable part of aligning the expectations of everyone involved in the project. If disagreements regarding the workload arise in the course of a project, a good scope definition serves as a common reference point for everyone. The scope definition is important also to determine whether there is a basis for a re-negotiation of project resources.

**Success Criteria**, which indicate when the project purpose has been accomplished with a satisfactory result. They should be sufficiently detailed so it is easy to identify when a project is successful. Therefore, all desired objectives should be covered. The more elaborate the success criteria are, the easier it will be to evaluate the project afterwards. Success criteria play a crucial role in evaluating and helping in judging if the set goals have been reached to an acceptable level.

**Result/Outcome**, which is a description of the desired result of the project work being undertaken. The outcome captures what the project should lead towards. The other elements in the canvas should support and contribute to attaining the result. The result can be seen as a unifying intention throughout the project process. To deliver the project benefits and to fulfil the purpose, the project team must define the result.

**Synergies and past experiences**, in this phase participants describe synergies and/or past experiences with previous EU projects or initiatives capitalised by the new project. Synergies and past experiences help participants to have a clear overall picture of the project's context and add value beyond what was already achieved.

### TIME FRAME

**Milestones**, which are significant events in the project and divide the project into manageable parts. Working with milestones means focusing on highlights of the work rather than the details because they mark particularly crucial events in the project and are especially important in long-term projects. At the same time, milestones can be used for communicating with the team and stakeholders. They hereby serve as a status overview and identify the next steps to take.

**Actions**, which are tasks, activities or work that helps to achieve the project's results. An action can be split into minor activities depending on the level of detail of the Project Canvas. The Action should accurately describe what needs to be done, how it should be executed, by whom and when. It is crucial to consider which resources are required to complete each action. Clearly defined actions make it easy to allocate the workload between the team members and keep the process under control.

## PEOPLE

**Team**, who is a group of people who plan and execute the project. Each member of the team has a role and responsibility for performing particular actions throughout the project. It is important to create the right combination of individuals with a diverse skill set, so the project tasks are efficiently delegated. The team should cooperate throughout the project to identify issues that require action.

**Stakeholders**, who are people and or organizations that can affect or be affected by the actions of the project as a whole. There are several types of stakeholders. They may exert influence over the project, its actions or its team members. They can act as a part of the team, if their roles are aligned with the project team members roles. They often provide different kinds of services to the project team. They are important because they may have resources, such as specific knowledge, that can help carry the project forward.

**Users**, who are recipients of the project's desired outcome or groups of individuals who will be impacted by the outcomes of the project. They are intrinsically linked to the purpose of the project and it is important to examine which challenges users face and gain insight into what they need, so the solution solves a real and present issue. Identifying users' needs early in the project will increase the chance of achieving the best possible outcome.

## ENVIRONMENT

**Resources**, which include what is needed in order for the project's actions to be executed and completed. They can be tangible or intangible resources that are needed to complete the actions. People or manpower can also be considered a resource. Accurate resource allocation is important for efficient execution of the project tasks. Lack of resources is a serious constraint for completing a project and is often the reason for failure.

**Constraints**, which are limitations such as events, resources or other complications that interfere with the project. Being aware of the constraints is important for everyone involved in the project. The team members need to take the constraints into account, so they can plan and adjust the project accordingly.

**Risks**, which are the likelihood of events or conditions that can have a positive or negative impact on a project and the outcome. Risks are different from constraints in that they only have potential to occur. It is important to identify and keep them in mind, but not to avoid them. This will help to

increase the probability of meeting the project objectives. In addition to this, efficient risk management will keep the project as close to the agreed plan as possible.

### 3. Working Methodology

#### **1st Step: Define Project**

The Facilitator fills in the “Project” field in Miro board specifying the selected Project idea.

#### **2nd Step: Goal-Setting**

The Facilitator asks participants to fill in the “goal-setting fields” in the Miro board.

Firstly, they should define the **Project Purpose**, i.e., the goal(s) of the project.

The following questions can be helpful when defining the purpose:

Why are we doing the project?

What is the intention of the project owner?

What will be created, changed or enhanced?

Tip: When defining the purpose, it is recommended not to use more than 1- 2 statements.

Then, the **Project Scope** by exploring the boundaries of the project activities. It is the reason the project is carried out and the intentions of the project owner. The following questions can be helpful when defining the scope:

Which areas should be covered with this project?

Which areas should not be covered with this project?

Tip: It is recommended to think about project length, width and depth when defining scope.

Then, you need to agree on some measurable **Success Criteria**, i.e., criteria chosen to determine whether the project has achieved its desired result. The following questions are helpful when defining success criteria:

What (goals / targets) should be achieved in order for the project to be successful?

What are the benefits of the project?

How will the benefits be measured?

Tip: It is recommended to define criteria characterised by being specific, measurable, realistic and time specified, ambitious but never unrealistic.

You should then define the **Project Results/ Outcomes**.

The following questions can be helpful when specifying results:

How do we realise the purpose of the project?

What do we want to deliver to obtain the purpose?

Tip: It is recommended to be as specific as possible: a well-defined outcome is characterised by being SMART: Specific, Measurable, Acceptable, Realistic (but ambitious and challenging), and Time set.

As a final step, participants should discuss the **Project context** by analysing the synergies and experiences within previous EU projects or initiatives that can be capitalised. This step helps the team to find the added value of the project, beyond what was already achieved in the past.

The following questions can be helpful when defining synergies and experiences:

Which insights and practices can we gain from previous experiences? /What are the main lessons learnt from previous experiences?

What is the added value of the project in comparison with what has already been done?

How can this project contribute to the shaping of future action and strategies?

Tips: It is recommended to focus on maximum two projects to capitalise and identify the main lesson(s) of this experience.

### **3rd Step: Identify People**

The Facilitator asks participants to fill in the “people fields” in the Miro board.

They should start with the **Team**, i.e., members involved in the project. The following questions can be helpful when defining the team:

Who are the participants?

Who is the project manager?

What other roles are present in the team?

Tip: When selecting the Team, choose people from different backgrounds.

After that, focus on your **Stakeholders**.

The following questions can be helpful when defining the stakeholders:

Who is interested or affected by the project?

What is their role in the project?

What knowledge or information is lacking inside the project team?

What external assistance is needed to achieve the desired outcome?

Tip: It is recommended to develop a plan for engaging and communicating with Stakeholders.

Then, it is important to understand who will be the **Users** that benefit from the outcome of the project. These can also be stakeholders and team members. The following questions can be helpful when identifying the users:

Who are the targeted users of the project?

Who will benefit from the outcome of the project?

Are there people in the project team who also represent the users?

Tip: When defining Users, collect insight and avoid making assumptions.

### **4th Step: Examine Environment**

The Facilitator asks participants to fill in the “environment fields” in the Miro board.

First, focus on the **Project Resources**. This includes financial, physical and human resources of the project. The following questions can be helpful when identifying the resources:

What resources are needed in the project?

What resources are lacking in the project?

Where will lacking skills/materials be found?

Will certain tasks need to be outsourced?

Tip: Time is one of the most important resources to remember. It is important to minimise the duration of the project and maximise the use of available resources.

Second, look into the **Constraints**, that help you define what is certain in the project environment and establish the boundaries.

The following questions can be helpful when identifying the constraints:

What are the current barriers or limitations to the project?

Which restrictions affect the project development?

Tip: Remember the triple constraint of Time, Resources and Quality.

Then, assessing the **Risks**, that will help you to be prepared for any uncertainties.

The following questions can be helpful when identifying the risks:

What are the possible events or conditions that can affect the project?

What are the threats?

What are the opportunities?

How would risks affect the project?

What can be done to reduce or enhance the risk probability?

Tip: All Risks identified have a probability and an impact to consider.

### **5th Step: Setup Time Frame**

The Facilitator asks participants to fill in the “time frame fields” in the Miro board.

Start by defining the **Project Milestones** as a series of tangible events or deadlines that are essential to the project’s progress.

The following questions are helpful when defining milestones:

When does the project start?

When is the deadline for the project?

When do the key milestones occur?

How is the achievement of a milestone measured?

Tip: Four to six milestones is enough to create a project overview. Milestones should be selected throughout the entire project life cycle.

Then, it is time to define the **Actions**. The following questions can be helpful when specifying actions:

What is the best way to describe the necessary actions?

Does each action have a direct link to one or more of the outcomes?

Are the actions detailed enough to develop a project plan?



Tip: When defining the actions, break them into manageable parts. Specific and measurable actions make it easier to monitor and control the project.

**6th Step: Project's Idea Form**

Organising PPs for each laboratory are in charge of finalising the project idea (Annex III) to be used in BOOST5 next steps.

The Facilitator introduces the Project's Idea Form and invites participants to fill in it on the basis of the results of the previous steps. Each partner will complete a specific part of the Form as indicated by the Lab's Host.

#### 4. Project's Idea Form

Project Key Data	
<b>Programme</b>	
<b>Project title</b>	
<b>Project acronym</b>	
<b>Topic</b>	
<b>Partnership</b>	
<b>Stakeholders and Target Groups</b>	
<b>Project Indicative Duration</b>	
<b>Indicative Budget</b>	
<b>Description</b> ( <i>Please provide an abstract of the project</i> )	
Project Relevance	
<b>Project background and challenges to be addressed</b>	
<i>Please describe the major problems/needs that you would like to tackle and the previous efforts made in addressing them (if any) and how the project will build upon them.</i>	
Project Details	
<b>Project overall objective</b>	
<i>Please describe the overall objective of the project and the expected change your project will apport to the current situation</i>	

<b>Expected results/outcomes</b>
<i>Please describe effects and benefits that the project is expected to produce in the selected area of intervention; describe the need for transnational cooperation</i>
<b>Project main activities - Work plan</b>
<i>Please describe the proposed activities to address the above-mentioned problems/challenges that will lead to the expected outcomes of the project</i>
<b>Project Context</b>
<b>Synergies and past experiences</b>
<i>What are the synergies/past experiences with EU and other projects or initiatives the project makes use of?</i>

## Annex III – Questionnaire and Results

Please find below the questionnaire that has been shared with Project's Partners and its results.



EUROPEAN UNION

### EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER: Defining New Project Ideas for Interreg Italy-Croatia CBC Programme 2021- 2027

Dear BOOST5 Partner,

In order to define new project ideas to develop sustainable and thematic natural/cultural routes and connecting natural/cultural routes in EUSAIR that will be collected in BOOST5's deliverable D 3.2.2 "EUSAIR PILLAR 4 “AIR CULTURAL ROUTES” FLAGSHIP PAPER", we would kindly ask you to fill in this form.

Please describe a maximum of 5 needs and inputs from which at least 1 Transnational Project idea emerge and that could be financed by the INTERREG Programmes 2021-2027, with a focus on Italy-Croatia programme area.

We would highly suggest you to find inspiration for the answers by consulting:

- the D 3.1.1 INVENTORY OF HERITAGE IN MINOR TERRITORIES
- the D3.1.2 THEMATIC BEST PRACTISES CATALOGUE
- with relevant stakeholders.

We would greatly appreciate if you could kindly provide us your feedback by 23/01/2023, 13h00.

Thank you in advance for your help and cooperation.

Best Regards,  
REGIONE MARCHE & SVEM

First Name and Last Name \*

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Name of the Partner Organisation in English \*

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Name of the Partner Organisation in local language

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What is your Geographical area? \*

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Which Target Groups were involved in the consultation? \*

- General public
- Local, regional and national public authorities
- Public services providers
- Cultural and natural heritage management bodies
- Regional and local development agencies, enterprises
- Associations, regional innovation agencies
- NGOs
- Education and training organisations, universities and research institutes

Which are the main needs in your Geographical Area? \*

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Which useful learnings emerged from the consultation? \*

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Please identify at least 1 transnational idea that respond to the above-mentioned needs. \*

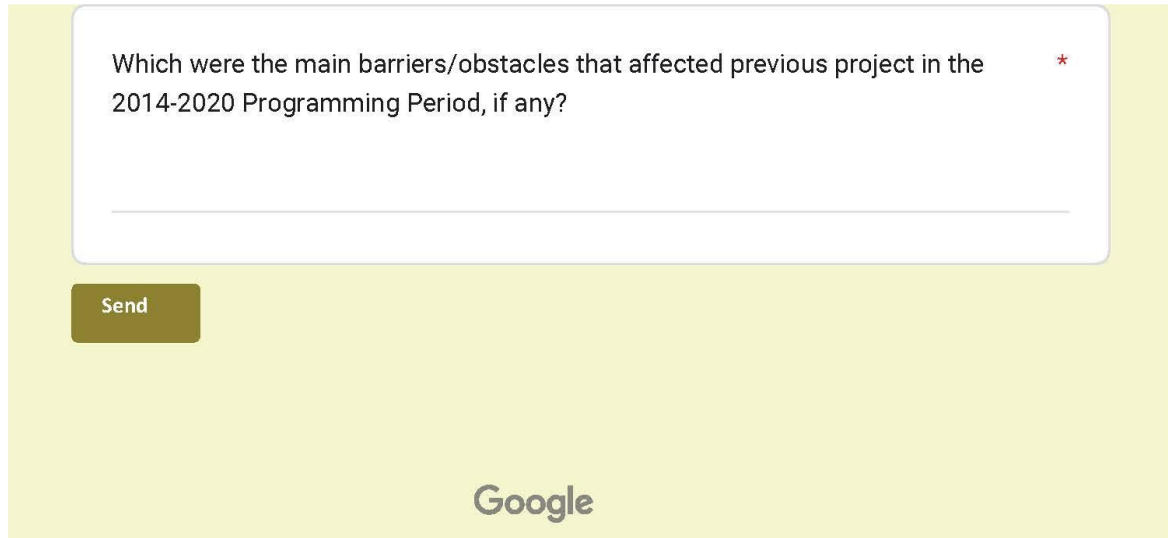
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Which of these general topics of interest emerged? \*

- Sustainable and inclusive tourism
- Creative and digital economy
- ICT system and technologies
- Education and training for the diffusion of digital technologies
- Innovative business models and entrepreneurial mentoring
- Clustering and Networking.

Which Target Groups do you plan to involve in the Transnational Laboratory? \*

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Which were the main barriers/obstacles that affected previous project in the 2014-2020 Programming Period, if any? \*

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In order to define new project ideas to develop sustainable and thematic natural/cultural routes and connecting natural/cultural routes in EUSAIR that will be collected in BOOST5's deliverable D 3.2.2 "EUSAIR PILLAR 4 "AIR CULTURAL ROUTES" FLAGSHIP PAPER", BOOST5 Project Partners were invited to fill in the questionnaires that represents Annex 1 of the Transnational Co-design Labs Methodology.

Partners were asked to describe a maximum of 5 needs and inputs that emerged from consultations with relevant stakeholders and from BOOST5's deliverables the D 3.1.1 INVENTORY OF HERITAGE IN MINOR TERRITORIES and D3.1.2 THEMATIC BEST PRACTISES CATALOGUE.

They were then asked to identify one Transnational Project Idea that could be financed by the INTERREG Programmes 2021-2027, with a focus on Italy-Croatia Programme Area, and in line with EUSAIR Pillar 4.

7 partners out of 8 replied to the questionnaires and expressed the learnings, interests, needs and the relative Project Ideas brought out by the consultations with stakeholders.

Outcomes of the questionnaires highlighted two macro-categories of interest for the development of new Project Proposals:

- Development of cyclo-tourism
- Development of cultural tourism

In the perspective of well take into consideration the risks and constraints that future projects may have to face, the PPs outlined the main obstacles encountered in the 2014-2020 Programming Period so as to address them during the development of new Project Ideas for the 2021-2027 Programming Period.

### Target Groups' Involvement

Respondents to the questionnaire based their answers on the feedbacks and inputs provided by the consultations with their Stakeholders. The Target group of “Local, regional and national public authorities” was the most consulted by PPs, followed by Regional and Local Development Agencies and NGOs.

Which Target Groups were involved in the consultation?

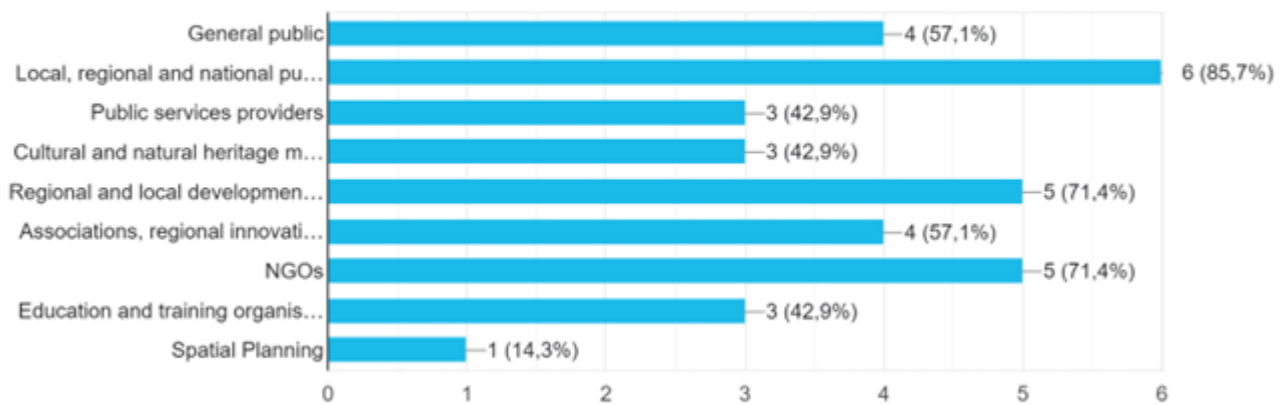


Table 1: Target Groups' Involvement in consultations

### General Topics of Interest

Following consultations with relevant stakeholders, all participants highlighted the key interest towards two main topics: “Sustainable and inclusive tourism” and “Creative and digital Economy”.



Which of these general topics of interest emerged?

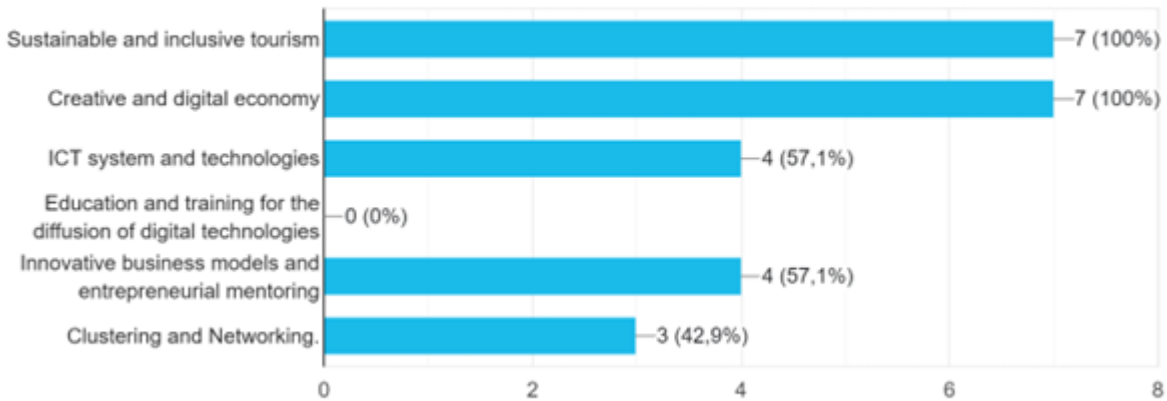


Table 2: Topics of Interest

The sector also stressed the importance of ICT technologies, Innovative Business models, as well as Clustering and Networking.

None of the PPs signalled “Education and training for the diffusion of digital technologies” as one of the topics to further develop in this phase.

**Useful learnings emerged from the consultation**

From the consultations with stakeholders emerged some general findings that are common between Italy and Croatia.

In particular, Project Partners highlighted the need of increasing synergy and better cooperation among all actors present in the same territory. Actions will prove to be efficient only if all actors are actively involved. Thus, implies as well the need to raise awareness of the values and assets of local territories among all stakeholders as they tend to have a knowledge of the territory only limited to their own municipality/province.

Bearing this in mind, a better knowledge of the territory's potential would also increase the socio-economic opportunities of the territory itself. The interconnection between tourist and local infrastructures would be beneficial for both, by raising the quality of life and attractiveness of the landscape.

Another need that emerged relates to the digitalization of tourism with, for instance, the need for specific and comprehensive regional digital platforms as well as more interactive digital signage, tourist city card etc.

Some territories indicated also the lack of more thematic cultural routes for sustainable tourism focused, for example, on: bicycle touring, thematic rock music routes, cultural minor heritage, cultural sites, food and wine, transport and new itineraries.

### Transnational Ideas that respond to the mentioned needs

As outlined in the Transnational Co-design Labs Methodology, for the organisation of the labs, Project Partners have been divided into two teams according to their geographical scope and their previous experiences of cooperation in other Projects that are capitalized in BOOST5.

TEAM A	TEAM B
LP TECNOPOLIS SCIENCE AND TECHNOLOGY PARK	PP4 MARCHE REGION (IT Lab 3 Host)
PP1 FRIULI INNOVATION CONSORTIUM (IT Lab 1 Host)	PP2 SIPRO DEVELOPMENT AGENCY – FERRARA
PP5 ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA (HR Lab 2 Host)	PP3 STEP RI SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA LTD (HR Lab 4 Host)
PP7 REGIONAL INSTITUTE FOR THE CULTURAL HERITAGE OF AUTONOMOUS REGION OF FRIULI VENEZIA GIULIA	PP6 CITY OF RIJEKA

Outcomes of the questionnaires also mirror this separation in teams and can be divided into two macro categories:

- Development of cyclo-tourism, thematic expressed by members of Team A
- Development of cultural tourism, expressed in particular by members of Team B.

PROJECT IDEAS - TEAM A

	Project title	Objective:	Activities:	Expected Outcomes:	Projects to capitalise
LP		Vouchers scheme to support creation of transnational cultural products and concrete business cooperation among Micro and SMEs in the sector.			
PP1	"Bike & Tour: A Circular System for Sustainable Tourism Development"	To create a sustainable and integrated system of touristic and bike routes network offer, enhance the business network of stakeholders, improve digitalization and data analysis tools, coordinate actions between private and public stakeholders, and apply a circular economy approach.	<p>Mapping and upgrading existing bike routes network in the target territory.</p> <p>Developing a unified platform for promoting and booking touristic offers and bike routes with a circular economy approach.</p> <p>Implementing digital tools for a more</p>	<p>Increased number of tourists visiting the target territory with a focus on circular economy.</p> <p>Improved digitalization of touristic offers and bike routes with a circular economy approach. Enhanced coordination and collaboration between private and</p>	

			<p>engaging and immersive touristic experience, such as virtual reality and augmented reality.</p> <p>Conducting market and flow analysis to optimize touristic demand and offer and assess the circular economy impact.</p> <p>Facilitating stakeholder workshops for network strengthening and coordination.</p> <p>Promoting the territory as a</p>	<p>public stakeholders in line with circular economy principles. Improved data-driven decision making for touristic development through a circular economy lens. Boosted local economy through sustainable tourism development and circular economy practices.</p>	
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			<p>destination for sustainable tourism through digital marketing campaigns with a focus on circular economy.</p> <p>Monitoring and evaluating the project's impact on the local economy and sustainable tourism development through a circular economy lens</p>		
<b>PP5</b>		<ol style="list-style-type: none"> <li>1. To develop cycling routes connecting coast with the hinterland</li> <li>2. To Develop new gastronomic experiences</li> </ol>			
<b>PP7</b>	LAND&SEA CYCLING	to involve of local communities in innovative enhancement and management of Underwater Cultural Heritage through the merger of cycling	-Further development of intermodal services	Implementation of a portal, provided of a specific reservation	UnderwaterMuse

		<p>itineraries and blue trails - diving/snorkeling/swimming/canoeing/etc. – along waterscapes.</p>	<p>- involved parties must put in place a participatory process through a series of Thematic Tables and Services Conferences; during the process, they share the various roles and duties and establish a roadmap for the implementation of the Land&amp;Sea Route Operational Framework, through a Programmatic Agreement signed between the involved actors.</p>	<p>platform, that can connect demand and supply, citizens, tourists, stakeholders with the cultural/natural enjoyable assets and the service providers.</p>	
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**PROJECT IDEAS - TEAM B**

	<b>Project title</b>	<b>Objective:</b>	<b>Activities:</b>	<b>Expected Outcomes:</b>	<b>Projects to capitalise</b>
<b>PP2</b>	Culture and tourism for sustainable development	<p>promoting sustainable tourism focused on the valorisation of tangible and intangible cultural heritage;</p> <p>promoting new itineraries;</p> <p>sustainable development of the territory;</p> <p>sustainable mobility, also addressed to sustainable tourism</p>			
<b>PP3</b>	Thematic cultural - tourist routes: new tourist route Alpine Wall/Vallo		<ul style="list-style-type: none"> <li>- exchange of best practices and discussions among experts from Croatia and Italy to discuss how to preserve this heritage in both countries</li> <li>- development of new cultural and tourist routes</li> </ul>		

			- design of new travel arrangement touring both countries in one day.		
<b>PP4</b>		-To create a macro-regional network of territories who share a similar heritage/tradition/cultural/natural asset. Cultural tourism has to be considered as a driver of sustainable development, giving visibility to our rural and remote areas, thus having a significant impact on local communities in terms of social inclusion, job creation and promotion of our cultural heritage.		to promote an inclusive and sustainable cultural tourism that fosters social inclusion and engagement, by respecting the needs of local communities in rural and remote areas.	“Made In Land” and “Take It Slow”

Following Partners’ responses, the ideas suggested by Team A are:

1. "Bike & Tour: A Circular System for Sustainable Tourism Development" – including the development of cycling routes connecting coast with the hinterland, and involving local communities in innovative enhancement and management of Underwater Cultural Heritage.



2. Vouchers scheme to support creation of transnational cultural products and concrete business cooperation among Micro and SMEs in the sector.

The ideas suggested by Team B are:

1. The creation a macro-regional network of territories who share a similar heritage/tradition/cultural/natural asset for the sustainable development of the territory (focused on the socio-economic development of territories; social inclusion);
2. Valorization of maritime industrial heritage in the Adriatic region (alternatively Creation of new itineraries and routes with a focus on a common historical background of religious tradition).

**Target Groups' involvement in the Laboratories**

As outlined in the Application Form, civil society organizations are the main target group that all Partners plan to involve in Transnational laboratories for participatory project proposals designing. NGOs will channel and communicate the needs of local communities and, thereby, improve their own level of involvement as well as supporting their members to realize their own potentials and opportunities. For a successful development and design of Project Ideas, the majority of PPs also consider significant the involvement of: Local, regional and national public authorities; Cultural and natural heritage management bodies; Regional and local development agencies, enterprises (cfr. table 3).

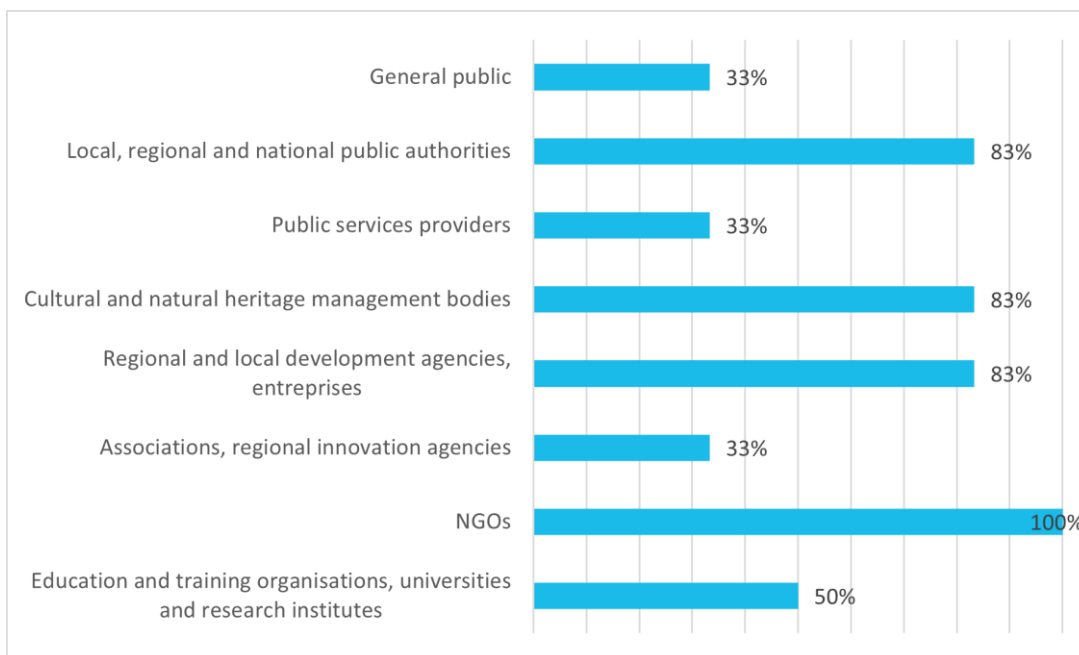


Table 3 – Target Groups to involve in the Laboratories

**Barriers/obstacles that affected projects in the 2014-2020 Programming Period**

In the perspective of being able to take into consideration the risks and constraints that future projects may have to face, the PPs were asked what were the main obstacles encountered in the 2014-2020 Programming Period. As easily predictable, the Covid-19 pandemic and its effects on the economic activity represented some of the main challenges that hindered EU Projects as a whole.

Many partners also underlined some important administrative and bureaucratic difficulties, including: funding and budget constraints; differences in legal and regulatory frameworks; policies embedding, technical and operational challenges.

Another problematic aspect concerned the involvement of stakeholders and policy makers, as well as their lack of cooperation and collaboration. The engagement of Micro and SMEs and conveying them the importance and opportunities offered by EU projects proved also to be challenging.

## Annex IV: Project's Idea Form following the laboratories

Team A 1 – Project CIRCLETOUR

Project Key Data	
<b>Programme</b>	Interreg Italy - Croatia
<b>Project title</b>	A Circular System for Sustainable Tourism Development" – including the development of eco-sustainable cycling routes connecting coast with the hinterland, and involving local communities in innovative enhancement and management of Underwater Cultural Heritage.
<b>Project acronym</b>	<b>CIRCLETOUR:</b> Circular System for Eco-Sustainable Cycling Routes Linking the Coast and Hinterland, Engaging Local Communities in Underwater Cultural Heritage Enhancement and Management.
<b>Topic</b>	The project aims to develop cycling tourism in minor areas by implementing eco-sustainable cycling routes connecting coastal regions with the hinterland and involving local communities in an innovative enhancement and management of natural and cultural assets.
<b>Partnership</b>	<ul style="list-style-type: none"> <li>• Friuli Innovation Consortium</li> <li>• Zadar County development agency ZADRA NOVA</li> <li>• University of Zadar</li> <li>• Regional Institute for the cultural heritage of Autonomous Region of Friuli Venezia Giulia</li> <li>• Technopolis science and technology park</li> </ul>
<b>Stakeholders and Target Groups</b>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Local, regional and national public authorities</li> </ul>

	<ul style="list-style-type: none"> <li>• Public service providers</li> <li>• Cultural and natural heritage management bodies</li> <li>• Regional and local development agencies, enterprises</li> <li>• Associations, regional innovation agencies</li> <li>• NGOs</li> <li>• Education and training organisations as well as universities and research institutes</li> </ul>
<b>Project Indicative Duration</b>	3 years
<b>Indicative Budget</b>	€ 2.500.000,00
<b>Description</b> <i>(Please provide an abstract of the project)</i>	
<p>This project aims to enhance and promote cycling tourism in the addressed IT and HR territories (Friuli Venezia Giulia, Puglia, regions of Italy and the Ravni Kotari/Zadar area of Croatia) through the development of cycling infrastructure, creation of new cycling routes connecting coastal regions with the hinterland, and investment in cycling-friendly services. The project will also focus on promoting the cultural and natural heritage of the region and increasing awareness of eco-friendly and sustainable tourism practices. The project will benefit from past experiences with EU projects and initiatives, as well as synergies with other cycling routes and networks. The expected outcome of the project is an increase in the number of cyclists, both tourists and locals, and the creation of new opportunities for cultural SMEs and the local economy.</p>	
<b>Project Relevance</b>	
<b>Project background and challenges to be addressed</b>	
<i>Please describe the major problems/needs that you would like to tackle and the previous efforts made in addressing them (if any) and how the project will build upon them.</i>	
<p>Promoting cycling can help to achieve a sustainable tourism system with important environmental, social, and public health benefits. During the last decade cycling tourism has become one of the fastest growing tourism branches. Survey data from seven European countries show that 3-28 % of all trips are made by cycling, and for trips up to 5 km the share of cycling varies from 12 to 39% (European Commission, 2020). The share of population cycling is extremely low due to lack of cycling lanes, not interconnected cycling infrastructure and low level of safeness and traffic culture. The conflict between tourism and transport is evident in</p>	

summer months. Cycling as a form of sustainable urban mobility can be one of the transport solutions during summer months. Understanding tourists' profile and mobility patterns can provide bases for future plans concerning the cycling network. In order to ensure awareness about tourism and mobility changes it is necessary to ensure key local stakeholders' involvement and awareness about tourism and mobility challenges.

One of the main problems in promoting cycling tourism in minor areas is the lack of cycling infrastructure. Five design principles for cycling infrastructure should include cohesion, directness, safety, comfort and attractiveness. Majority of cycling routes in minor areas often are not marked on maps and presented to the potential users. Usually, all local and macadam roads are used for cycling. Since traffic on these roads is of low density, they are ideal for cycling.

The main purpose of the project would be to tackle the mentioned issues, improve existing cycling infrastructure, design new cycling lanes, and provide new cycling routes connecting natural and cultural assets in the minor areas of Italy and Croatia. During the project seminar for cycling guides should be organised in order to increase the number of skilled guides.

### Project Details

#### Project overall objective

*Please describe the overall objective of the project and the expected change your project will apport to the current situation*

The overall objective of the project is to develop a sustainable cycling tourism system in Italy and Croatia that benefits both tourists and the local population. By implementing the project, we aim to increase the number of cyclists, including both tourists and locals. The development of cycling infrastructure will create additional tourist offerings, which will not only be limited to the peak summer season but can also be enjoyed during other seasons.

After the implementation of the project, new guided, self-guided, and tailored bike tours will be made available to tourists in Italy and Croatia. The following success criteria will help us measure the success of the project:

- The implementation of a common marketing strategy with local communities
- The building of new cycling infrastructure, including new cycling lanes and routes
- New opportunities for cultural SMEs
- Media coverage of the project and its impact
- Increased numbers of cyclists and tourists, particularly during preseason and postseason

- Development of new cycling routes and GPS tracks
- Mapping of bicycle routes
- Reduced environmental impact of tourism flows
- Cycle tourists discovering places as locals in Puglia and other regions involved
- Increasing awareness of cultural heritage as a shared good
- Benefits such as recreational tourism and promoting a healthy lifestyle
- Increased entrepreneurship in bike tourism
- Word of mouth promotion by visitors
- New promotion offers by tour operators
- Increased availability of e-bike rentals offered by private entrepreneurs
- Public services for slow mobility
- Increased numbers of visitors to underwater museums.

In conclusion, the project aims to create a sustainable tourism system that benefits both the local communities and tourists while preserving the environment and cultural heritage.

#### **Expected results/outcomes**

*Please describe effects and benefits that the project is expected to produce in the selected area of intervention; describe the need for transnational cooperation*

The project is expected to produce a number of positive effects and benefits in the selected area of intervention, including:

- Increased accessibility and promotion of both underwater and land cultural sites, leading to a greater appreciation and awareness of the area's cultural and environmental heritage.
- A new and more effective way of communicating cycling tourism opportunities, which will help to attract more visitors to the area and stimulate economic growth.
- Greater opportunities for cultural SMEs to participate in the tourism industry and benefit from its growth.
- Increased collaboration and agreements between public and private stakeholders, leading to a more coordinated and effective approach to sustainable tourism development.
- The creation of new cycling routes and infrastructure, which will help to attract more cyclists and promote a more sustainable transport system in the hinterland.
- The development of more cycling-friendly services, including the certification of eco-friendly services in the hinterland and the creation of a bike and bed accommodation offer.

- The establishment of a minimum of 5 new/certified local bike operators (guides, rental, repairs) in Ravni Kotari / Zadar area.
- An increase in awareness of cultural and environmental places in the area, leading to greater respect for these places and the promotion of sustainable tourism practices.
- The creation of a multi-level education plan to promote a new/evolved cycling culture in the area.
- The increase of the intermodality system, which will improve transportation options for tourists and residents alike.
- The implementation of physical signage, promoting points of interest, maintenance services and bike repair facilities, and physical refreshment points along the cycle route, making it easier for cyclists to navigate the area and enjoy their cycling experience.
- The creation of a common platform for tourism opportunities, which will facilitate coordination and cooperation between stakeholders and promote sustainable tourism practices.
- The increase of the current economic climate in Zadar area through the growth of the tourism industry and the creation of new business opportunities.
- The establishment of a bike sharing offer between sea and inland points of interest, making it easier for tourists to explore the area and contributing to the development of a more sustainable transport system.

Given the diverse range of benefits and the need to coordinate efforts across different sectors and countries, transnational cooperation is crucial for the success of the project. This cooperation will help to ensure that the project's objectives are aligned with the needs of all stakeholders and that the benefits are distributed fairly and sustainably. It will also enable the sharing of best practices, expertise, and resources, leading to a more effective and efficient use of resources and a greater likelihood of success.

**Project main activities - Work plan**

*Please describe the proposed activities to address the above-mentioned problems/challenges that will lead to the expected outcomes of the project*



“The main activities of the project will begin by engaging with all major tourist operators within the addressed IT-HR territories. Operators will be divided into zones and asked for input on building a single track for the cycle route that will attract visitors and serve as a foundation for future cycling infrastructure development linking the coast with the hinterland. Local operators will be worked with to invest in new and improved infrastructure that better serves the needs of cycle tourists, which could include creating new bike rental facilities, developing rest areas, and implementing improved signage and wayfinding. To better understand the needs and preferences of cycle tourists, a shared system for collecting and analysing data about cycle tourism will be implemented. This system will help identify areas for further improvement and guide future project development. Effective communication to promote cycle tourism is another critical element of the project. Investment will be made in marketing and public relations campaigns that highlight the environmental benefits of cycling and promote the unique cultural and natural heritage of the region. To enhance the experience of cycle tourists and promote the rich underwater cultural heritage of the region, a light infrastructure of underwater cultural sites will be created. These sites will be designed to be accessible to cyclists and provide a unique and memorable experience for visitors. Finally, a shared platform will be designed and implemented aimed at linking the supply and demand for cycle tourism in addressed IT-HR territories. This platform will connect citizens and tourists with service providers and streamline the booking process for cycling tours and related services. Milestones should be measured at the end of the project, with consideration given to the tourist season which concludes on December 31st, allowing for a full-year assessment of the project's impact on tourism. This comprehensive approach will provide a more accurate understanding of the project's influence on the region's tourism industry.

### Project Context

#### Synergies and past experiences

*What are the synergies/past experiences with EU and other projects or initiatives the project makes use of?*

The project has several synergies and past experiences with EU and other initiatives, including:

- UNDERWATERMUSE - INTERREG IT-HR project that focuses on connections with underwater heritage and inland network, and integrated tourist offer.

- FVG regional plan for cycling mobility Adria Bike Route+ Eurovelo 8 that promotes cycling mobility and bike routes.
- A digital virtual tours/toolkit for accessible heritage.
- ATLAS -INTERREG IT-HR project that adopts a story living model, customer experience approach, and focuses on people and places.
- MADE IN LAND NTERREG IT-HR project that aims at the protection and valorisation of natural and cultural heritage in the hinterland.

The project also has synergies with other projects or initiatives such as:

- CICLOVIA ALPE ADRIA WEG, which is a network of bike routes connecting different countries in Europe.
- Eurovelo 8, which is the Adriatic route connecting various countries.
- Zadar Bike Magic initiative that promotes cycling tourism in the Zadar region.
- Protocol: traveling to cycling (Jun 2022) which aimed to involve 80 municipalities in Puglia to promote cycling.

These past experiences and synergies provide a strong foundation for the project to build on, and help to ensure the success and effectiveness of the proposed activities.

Team A 2 – Project DIGILOCAL

Project Key Data	
<b>Programme</b>	Interreg Italy - Croatia
<b>Project title</b>	Empowering Transnational Cultural and Business Collaboration: Leveraging Voucher Schemes and Innovative Strategies to Attract Digital Nomads (DNs) to Minor Territories
<b>Project acronym</b>	<b>DIGILOCAL</b>
<b>Topic</b>	Presenting targeted areas as territories where people speak English to a large extent, offering a unique way of life with authentic experiences, a good internet connection, a favourable climate and beautiful nature, a good connection with the rest of Europe, an affordable life according to European standards and a good and affordable healthcare system for DN's.
<b>Partnership</b>	Zadar County development agency ZADRA NOVA University of Zadar Regional Institute for the cultural heritage of Autonomous Region of Friuli Venezia Giulia - ERPAC Friuli Innovation Consortium Technopolis science and technology park
<b>Stakeholders and Target Groups</b>	General public Local, regional and national public authorities Public service providers Cultural and natural heritage management bodies Regional and local development agencies, enterprises Associations, regional innovation agencies NGOs Education and training organisations as well as universities and research institutes
<b>Project Indicative Duration</b>	3 years
<b>Indicative Budget</b>	€ 2.500.000,00

<b>Description</b> <i>(Please provide an abstract of the project)</i>
<p>The aim of the project is to attract digital nomads to live in the minor territories that could become areas providing digital nomads a comfortable and safe stay and quality living conditions. Digital nomads in the minor areas could increase revenue for local businesses in Italy and Croatia. As one of the preconditions for successful attraction of digital nomads in minor regions, infrastructure for connectivity and digital services will be improved.</p> <p>Implementation of the project will ensure: creation of a platform offering accommodation for digital nomads during the whole year at lower prices, increased number of digital nomads visiting the targeted destinations, creation of an established community which is self-sustaining and has online presence amongst wider DN communities. Also, the aim of the project is to increase the Number of Referral vouchers that the one who just lived the experience addresses and overall increased usage of digital services in the minor territories. Success will be measured by an increase in turnover of local operators, design of the platform for offering accommodation for digital nomads, and an increased number of new temporary residents. Project will boost more sustainability practices following the project implementation, design of Co-working spaces in desirable locations, promote investments in offers for digital nomads to create new local job opportunities, stop depopulation in the minor areas, promote local training programs; business development support; digital marketing and stop the reliance on mass tourism during summer season. In the project all minor territories can be included but with the emphasis on minor cities in the surroundings of the big tourist centres.</p>
<b>Project Relevance</b>
<b>Project background and challenges to be addressed</b>
<p><i>Please describe the major problems/needs that you would like to tackle and the previous efforts made in addressing them (if any) and how the project will build upon them.</i></p> <p>Minor areas in Italy and Croatia are confronted with numerous obstacles, one being how to attract visitors throughout the year not only during tourist season. Minor areas have numerous natural and cultural assets they can include in the tourist offer of the region in order to release the pressure of mass tourism from urban centres and coastal zones. Technology is enabling a new, dynamic remote workforce called Digital Nomads. Digital Nomads are a population of independent workers who choose to embrace a location-independent, technology-enabled lifestyle that allows them to travel and work remotely, anywhere in the world. Attracting them into minor areas is the main goal of the project. After doing that a number of small and medium sized entrepreneurs can be included in the voucher scheme providing additional services for digital nomads.</p>
<b>Project Details</b>
<b>Project overall objective</b>

*Please describe the overall objective of the project and the expected change your project will apport to the current situation*

The overall objective of the project is to promote and empower transnational cultural and business collaboration, leveraging voucher schemes and innovative strategies to attract digital nomads to minor territories.

The project aims to create an ecosystem that fosters sustainable and inclusive economic growth by connecting local businesses, cultural institutions, and digital nomads, thus creating new opportunities for collaboration and co-creation.

The expected change that the project will bring to the current situation is the revitalization of minor territories, which have been struggling with depopulation and economic stagnation. By attracting digital nomads, the project aims to increase the number of people living and working in these territories, thus contributing to their economic, social, and cultural development.

Additionally, the project aims to create a more diverse and resilient local economy by supporting the development of new businesses and collaborations, leveraging the skills and knowledge of digital nomads, and fostering cultural exchange and innovation.

**Expected results/outcomes**

*Please describe effects and benefits that the project is expected to produce in the selected area of intervention; describe the need for transnational cooperation*

The project aims to produce several effects and benefits in the selected area of intervention, emphasising the need for transnational cooperation.

A welcome portal will be established for digital nomads, which will offer affordable accommodation, regulations, co-working spaces, community forums, and digital services.

Voucher schemes will be implemented that involve locals, municipalities, and tourism companies to promote cultural experiences, local tours, and local accommodations.

The project will empower locals and make the locations unique, distinguishing them from other digital nomad locations. There will be increased multicultural and foreign language knowledge in the local population, and digital nomads will be integrated into the local community through community actions.

Training schemes will be established for locals, with digital nomads acting as expertise providers. The beneficiaries of these events will become the promoters of these ideas so that the projects can always continue.

New cultural organisations and services will be established, and local cultural and touristic organisations will be empowered. The project will result in an increased number of tourists visiting the target territory, improved digitalization of touristic offers, enhanced coordination and collaboration between private and public stakeholders, improved data-driven decision-making for touristic development, and a boosted local economy through sustainable tourism development.

### Project main activities - Work plan

*Please describe the proposed activities to address the above-mentioned problems/challenges that will lead to the expected outcomes of the project*

As the project aims to address the challenges of attracting digital nomads to minor territories, the following activities have been proposed to achieve the expected outcomes:

**Development of a welcome portal:** To provide digital nomads with essential information such as affordable accommodation, regulations, co-working spaces, community forum, and digital services, a welcome portal will be created. The portal will serve as a one-stop-shop for all the necessary information a digital nomad would require before and during their stay.

**Implementation of voucher schemes:** Vouchers will be provided to digital nomads to promote cultural experiences, local tours, and accommodations. This voucher scheme will involve locals, municipalities, and tourism companies to ensure the promotion of local products and services.

**Empowerment of locals:** The project aims to empower the local community by creating training schemes for locals involving digital nomads as expertise providers. This activity will help increase the multicultural/foreign language knowledge of the local population, integrate DNs into the local community, and promote community actions.

**Unique branding of the locations:** To distinguish the selected territories from other DN locations, the project will focus on unique branding by highlighting the unique features of the locations. This branding will be developed in collaboration with local stakeholders to ensure it accurately represents the local culture and community.

**Creation of new cultural organisations and services:** The project will support the creation of new cultural organisations and services to increase the cultural offer of the selected territories. This activity will help promote the local culture and attract more digital nomads to the region.

**Improved digitalization of touristic offers:** The project will focus on improving the digitalization of touristic offers in the selected territories to make them more accessible and attractive to digital nomads. This activity will include the development of digital maps, guides, and apps to provide better information to tourists.

**Enhanced coordination and collaboration between stakeholders:** To ensure the sustainable development of tourism in the selected territories, the project will focus on enhancing coordination and collaboration between private and public stakeholders. This activity will involve the creation of a platform for stakeholders to share information, ideas, and best practices.

**Improved data-driven decision-making:** The project will aim to improve data-driven decision-making for touristic development by collecting and analysing data on tourist behaviour, needs, and preferences. This data will be used to inform the development of new products and services to attract digital nomads to the region.

**Project Context**

**Synergies and past experiences**

*What are the synergies/past experiences with EU and other projects or initiatives the project makes use of?*

The project has several synergies and past experiences with EU and other initiatives, including:

- Remote working Community Program in Croatia,
- Catalysing Regions in Peripheral and Emerging Europe towards Digital Innovation Ecosystems (CARPE DIGEM)
- AlpSatellites: MANAGING THE TRANSITION TO HYBRID WORK AND SATELLITE OFFICES TO REVITALIZE REMOTE MOUNTAIN AREAS

In Zadar a first Remote Work Community Program in Croatia was implemented. One of the greatest benefits of remote working is the ability to relocate your office virtually anywhere. Digital Nomad Valley Zadar was a 6-month co-living project aimed to attract remote workers to the city of Zadar. Community interconnected remote work with a variety of local initiatives, built a network of collaborative workspaces, and offered a variety of activities. The project proves that it is possible to attract a fairly new type of travellers in virtually any location which provides basic infrastructure, by building the community from scratch. It is a unique project gathering remote workers on a hop-on, hop-off basis - allowing remote workers to come for as short as two weeks, or stay for the entire season. The project is regarded across media as the "first digital nomad village in Croatia" (<https://www.workremotelycroatia.com/thevalley/>).

Team B 1 – Project ACTUATOR

Project Key Data	
<b>Programme</b>	<i>INTERREG VI-A Italy–Croatia 2021-2027</i>
<b>Project title</b>	<i>Adriatic network of Cultural and Natural Heritage for the sustainable development of Inland Tourism</i>
<b>Project acronym</b>	<i>ACTUATOR - Adriatic network of Cultural and naTural heritAge for the susTainable develOpment of Inland touRism</i>
<b>Topic</b>	Rural and remote regions Skills and workforce Sustainable tourism for the younger generation
<b>Partnership</b>	<i>Italy-Croatia Marche Region - Unicam - SVEM Gorski kotar (Primorsko - goranska county and belonging municipalities) And Partners from the Cross Border Observatory</i>
<b>Stakeholders and Target Groups</b>	<ul style="list-style-type: none"> <li>● <i>General public</i></li> <li>● <i>Local, regional and national public authorities</i></li> <li>● <i>Public service providers</i></li> <li>● <i>Cultural and natural heritage management bodies</i></li> <li>● <i>Regional and local development agencies, enterprises</i></li> </ul>



	<ul style="list-style-type: none"> <li>● <i>Associations, regional innovation agencies</i></li> <li>● <i>NGOs</i></li> <li>● <i>Education and training organisations as well as universities and research institutes</i></li> </ul>
<b>Project Indicative Duration</b>	<i>30 months</i>
<b>Indicative Budget</b>	<i>2.200.000,00 EUR</i>
<b>Description</b> <i>(Please provide an abstract of the project)</i>	
<p>the project ACTUATOR will contribute to the identification, description and mapping of the environmental and cultural sites of the Adriatic Mountains' territory, often unknown and undervalued, and define new itineraries that will allow the diversification of tourist flows from the most crowded areas to lesser-known sites spread throughout the territory, using these routes as a tool for the creation of innovative diversified tourism products.</p> <p>To this end, a common web portal will be created and used to disseminate knowledge and data sharing about the selected cultural and natural sites, to raise awareness of the importance of their conservation and to support the development of networks for the exchange of best practice in the management of these sites and the promotion of sustainable tourism in the area.</p> <p>Tourism can provide important economic support for urban and rural destinations and their SMEs. At the same time, as a link between people and the surrounding environment, sustainable tourism has a unique capacity to preserve the social and cultural well-being of local people and to be a catalyst for environmental stewardship and conservation.</p> <p>The active engagement of all actors in the territory, will allow this "transformation" from inhabitants to "habitators" and it is of the utmost importance to involve the younger generations in this transformation. For this reason, the project envisages the organisation of specific educational sessions aimed at high schools in the concerned areas of IT-HR to train students on the new digital and green skills relevant to the EU double transition in tourism. To this end, tourism businesses and SMEs will work together with education providers, thus enabling the development of attractive career paths for young people and will be essential to attract and retain a skilled workforce and to re-launch tourism with improved long-term resilience.</p>	
<b>Project Relevance</b>	

### Project background and challenges to be addressed

*Please describe the major problems/needs that you would like to tackle and the previous efforts made in addressing them (if any) and how the project will build upon them.*

The tourism industry was one of the hardest hit by the COVID-19 crisis, and the socio-economic consequences of the conflict that broke out in February 2022 pose similar contemporary challenges to the Italian and Croatian coastal hinterland. These challenges include the depopulation and abandonment of the hinterland, especially by young people who, faced with the difficulty of finding employment opportunities in the rural and mountain areas where they live, are driven to seek their fortune in the larger cities, abandoning their own territory. The tourism ecosystem is highly diverse and complex, and now more than ever a highly skilled workforce is needed to meet the challenges of the green and digital transition.

Another factor that has a strong impact on local communities is the seasonality of tourism: the concentration of flows in certain periods is often a problem for the destination and for the economic operators themselves, as this seasonal concentration does not generate a broad-based economy that would allow operators to work all year round and thus stay and populate their territory.

While policies aimed at developing rural areas and routes that attract tourists to less concentrated areas are fundamental, the active involvement of all the inhabitants of a territory, especially the younger generations, is essential. To this end, the inhabitants must become "habitators", "active witnesses" of what their area has to offer and pass on their knowledge to the tourists who visit their territory. Both Italy and Croatia have more than 25 centuries of culture that offer a multitude of opportunities that create value, but without a strong network between these opportunities there is a lack of experience. To overcome this obstacle, all actors need to work together as an integrated network of territories, communities and heritage, supporting each other.

Tourism can provide important economic support for urban and rural destinations and their SMEs. At the same time, it is important to ensure that tourism does not harm nature, the local environment and the social and cultural well-being of local people. Tourism services should not be managed and provided to visitors in a way that risks harming the local environment, culture or people. This would reduce the long-term attractiveness of the destination by diminishing its environmental and cultural authenticity.

### Project Details

**Project overall objective**

*Please describe the overall objective of the project and the expected change your project will apport to the current situation*

The project aims to promote the development of slow and sustainable tourism (PILLAR 4 - SUSTAINABLE TOURISM). This objective will be achieved through the definition of new environmental and cultural itineraries that will allow the diversification of tourist flows from the most crowded areas to lesser known sites spread throughout the territory, using these routes as a tool for the creation of innovative diversified tourism products. The overall objective of the project is to promote inclusive and sustainable cultural tourism to foster social inclusion and engagement of the Youth, by respecting the needs of local communities in rural and remote areas of the Adriatic Mountains.

ACTUATOR will contribute to the identification, description and mapping of the cultural sites of the Adriatic Mountains' territory, often unknown and undervalued, by creating a structured database that will be integrated with the already existing database developed within the Made in Land and Take it slow projects, which will be further capitalised and improved.

The project will also promote a slow, widespread, sustainable and aware form of tourism, supporting the education of local youth by bringing them together with tourism professionals and entrepreneurs to improve their skills (particularly in the field of digitalisation and the development of new methods of communicating the territories by actively involving young people).

Finally, a common web portal will be created and used to disseminate knowledge about the selected cultural and natural sites, to raise awareness of the importance of their conservation and to support the development of networks for the exchange of best practice in the management, restoration and conservation of these sites and the promotion of sustainable tourism in the area.

The project aims to strengthen active engagement of youth in inland tourism by sharing heritage values and create a network for shared sustainable development and tourism opportunities.

**Expected results/outcomes**

*Please describe effects and benefits that the project is expected to produce in the selected area of intervention; describe the need for transnational cooperation*

- Raise awareness, through knowledge-sharing and education
- Empower community as main actor on the territory: inhabitants become active promoters of the heritage
- Establish the knowledge, heritage, and practice network of Italy and Croatia
- Give visibility to less-known destinations and local communities able to generate and improve touristic deseasonalised flows, resulting in new job opportunities, especially for the youth.
- A more balanced distribution of tourist streams in terms of seasonality and geographical areas will be supported, as well as the inclusion of local communities in the tourism business
- Diffusion of a widespread knowledge of the territories and specific trainings to the youth on the new skills that are necessary in the tourism ecosystem
- Partnership among education and training institutions, tourism SMEs and entrepreneurs, local authorities to jointly develop training courses for high-school students
- Establishment of links of inter-regional network of territories that share a similar heritage/tradition/cultural/natural assets

#### **Project main activities - Work plan**

*Please describe the proposed activities to address the above-mentioned problems/challenges that will lead to the expected outcomes of the project*

*The project main activities include:*

**WP 1 - IDENTIFY:** *This activity aims to identify common, lesser-known cultural heritage and natural sites Points of Interest (POI - capitalising BOOST5 Inventory of Heritage in minor territories) suitable for macro-regional networking. Building upon the Cross-Border database of Natural and Cultural Heritage developed in the Made in Land project, the points of Interest shall be integrated in the Cross-Border Platform (result of "Take it slow" project).*

**WP2 - CREATE:** *Creating new routes that make natural and cultural sites more accessible, welcoming, inclusive, communicative and rich in educational content, as identified in WP1.*

**WP3 - LEARN:** *education and training of stakeholders (in particular the youth) to widen the knowledge of the natural and cultural heritages identified in WP1 both “in situ” and cross-border. The activity aims to raise awareness and to educate high-school students from the inlands about their local Cultural and Natural heritage sites, as well as the importance of their preservation and sustainable fruition. Through targeted training sessions and workshops, stakeholders from local communities will learn about the benefits of sustainable tourism and the potential impacts of tourism, the access to digital information. The training will also focus on promoting responsible behaviour among the general public in the fruition of these sites: the goal is to foster a greater sense of responsibility and engagement among the youth in the protection and promotion of the heritage sites of the Adriatic Mountains regions, and to promote sustainable tourism practices that support the long-term sustainable development of the sector.*

**WP4 - COMMUNICATE:** Development of initiatives promoted in lesser-known destinations, led by mixed consortia (including associations, municipalities, etc.), cross-border and involving vulnerable groups (such as young people). By involving secondary schools, local tour operators, web communication agencies/experts and universities, students will learn new skills that will help them enter in the tourism ecosystem and about their local territory and how to communicate its specificities through new communication tools. A specific photo contest will be launched: The aim of the photo competition is to promote the Adriatic region, but also to encourage high-school students to think about the region in a unique way and to capture the details and through the lens of their cameras, thus strengthening the territory’s identity and brand.

**WP5 - CAPACITY BUILDING AND DISSEMINATION:** Strengthening participatory approaches and communication strategies among key stakeholders to promote innovative approaches to sustainable tourism development in the inlands. Promoting multi-stakeholder dialogue to identify needs and engage all actors of the territory by developing a participatory communication strategy to respond to their needs. Creation of a dedicated website to disseminate knowledge about the selected cultural and natural sites, to raise awareness of the importance of their conservation and to support the development of networks for the exchange of best practices and the promotion of sustainable tourism in the area.

## Project Context

### Synergies and past experiences

*What are the synergies/past experiences with EU and other projects or initiatives the project makes use of?*

**MADE IN LAND:** The MADE IN-LAND project, funded by the Interreg Italy Croatia 2014/2020 European Programme, aimed to promote the protection and valorisation of the natural and cultural capital of inland areas in both Italy and Croatia by improving their accessibility and tourist use. The approach adopted by MADE IN-LAND defined the revitalisation of inland areas not only as a process of valorisation of their natural and cultural capital, but also as a process of functional, cultural and landscape reconnection of these assets with the communities (institutions, businesses, inhabitants) that preside over these spaces, as well as the valley and coastal areas connected to them.

**MEDUSA - ENI CBC Med:** Tourism in the Mediterranean is a key driver of socio-economic progress and an important source of income for many of its countries. Some of the challenges facing the sector are the dominance of mass seaside tourism and the seasonal nature of the industry. The MEDUSA project addresses these challenges through targeted cross-border interventions in the region to develop and promote Adventure Tourism (AT) as a sustainable niche in the tourism market, offering the opportunity to showcase lesser known destinations and attract tourists throughout the year. Through capacity building activities and the creation of cross-border routes and itineraries that offer improved adventure tourism products, MEDUSA aims at contributing to job creation and income generation for local communities in the medium and long term.

**REVIVAL:** The project, funded through cross-border cooperation programme INTERREG V-A Italy - Croatia 2014-2020, aimed at transforming a lost heritage in a rediscovered heritage for attracting creative people as well as for cultural tourism market, capable to become one the pillars of a more sustainable and balanced territorial development (undermined by the presence of many dismissed buildings/areas, especially in urban spaces, coasts and islands.) In all the Italian and Croatian towns involved in REVIVAL, there are many abandoned areas, buildings (e.g. summer camps, schools, barracks, military fortifications) and industrial complexes in a state of neglect and decay. This is a heritage that has been almost completely lost and that today, for a variety of reasons, needs to be rediscovered, revitalised and reused. REVIVAL aimed at transforming the lost cultural heritage into a lever for sustainable and more balanced territorial development, in which a relevant abandoned man-made heritage plays a central role. As the starting point is clear, the change that REVIVAL will bring is to put the lost heritage concerned at the centre of the attention of regional and local communities and potential investors, and to try to find creative and sustainable solutions for it.

**SLIDES:** The S.LI.DES. project aims to promote cross-border cooperation between cultural destinations in the programme area and the joint planning of intelligent strategies to support

more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those assets that shape the identity of the destinations.

S.T.A.R.T. - Sustainable and technological approach to rethink tourism (Erasmus+ Programme): The project, carried out by a partnership of 9 organisations from 4 EU countries, aimed to support the personal and professional development of tour operators through the co-design and implementation of a training programme for green and digital upskilling of tour operators, in order to guide and inspire them to rethink their business models in a circular way, using new business models, taking advantage of new digital technologies.

TAKE IT SLOW: This Interreg Italy-Croatia 2014/2020 Project, was designed to establish, manage and promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green & slow tourist destination of the Mediterranean based on accessible, protected, valorised natural and cultural heritage of its islands, coasts and rural areas of the Adriatic. Project activities triggered high-quality levels of services and products of the tourism value chain through smart specialisation concepts stimulating innovation, knowledge, competitiveness, networking and CB partnership processes. As a matter of fact, TAKE IT SLOW is developing a CB partnership platform of scientific, private and public sector with 120 actors, as well as a strategic framework, methodology and marketing strategy of CB tourism destinations focused on several cultural & natural heritage sites, with improved accessibility put in place. Doing so, the project will contribute to more balanced seasonality of tourism activities on natural and cultural heritage sites within the project area, making natural and cultural heritage a leverage for sustainable and more balanced territorial development. A strict synergy between the activities of the two projects is ensured through the participation of SVEM, who created a Cultural Heritage Interpretation Center in Fonte Avellana as a pilot action in the context of WP5.

Project Key Data	
<b>Programme</b>	<p>Programs that could support the project:</p> <p><b>Interreg Italy-Croatia</b></p> <p>Priority: 4 - Culture and tourism for sustainable development RSO4.6. Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation</p> <p><b>Interreg EURO-Med</b></p> <p>Priority 1: Smarter Mediterranean 2.1.1.SO - Developing and enhancing research and innovation capacities and the uptake of advanced technologies</p> <p>Priority 2: Greener Mediterranean 2.2.1 SO Promoting the transition to a circular and resource efficient economy</p> <p><b>Interreg Adrion</b></p> <p>Priority: 1 - Supporting a smarter Adriatic Ionian region Specific objective: RSO1.1. Developing and enhancing research and innovation capacities and the uptake of advanced technologies</p> <p>Priority: 2 - Supporting a greener and climate resilient Adriatic-Ionian region Specific objective: RSO2.4. Promoting climate change adaptation and disaster risk prevention, resilience taking into account eco-system based approaches</p>



<b>Project title</b>	Valorization of maritime industrial heritage in the Adriatic region through uptake of new technologies
<b>Project acronym</b>	VALORIAN
<b>Topic</b>	Exploring models of valorization of industrial heritage on the Adriatic coast through revitalization as touristic and cultural hubs, interconnected locally and regionally, and leveraging on new technologies
<b>Partnership</b>	Partners in the potential project should be actors in the Adriatic regions of Italy, Slovenia and Croatia, located in or having influence on coastal territories that include maritime industry heritage sites (e.g. historic/main ports on the Adriatic coast). These organizations should mainly be touristic boards, local and regional public authorities, tourist associations, NGOs, higher education institutions, technology experts/providers and business support organizations.
<b>Stakeholders and Target Groups</b>	<ul style="list-style-type: none"> <li>• Government entities, such as local, regional, and national authorities, interested in promoting the heritage of the maritime industry in order to attract tourism and support economic development.</li> <li>• NGOs that focus on cultural heritage preservation and promotion interested in supporting and promoting the maritime industry heritage.</li> <li>• Educational institutions, such as schools and universities, interested in using the maritime industry heritage as a resource for teaching history and culture.</li> <li>• Museums and cultural centers interested in displaying artifacts and exhibits related to the maritime industry heritage.</li> <li>• Maritime industry companies and workers interested in preserving the history and cultural significance of the industry, as well as promoting the industry to potential customers and employees.</li> </ul>

	<ul style="list-style-type: none"> <li>• Conservators and experts for heritage protection interested in supervising the revitalization activities and providing their expertise.</li> <li>• Entrepreneurial community interested in providing new technologies and adding value to the maritime industry heritage and support its valorization in touristic context.</li> <li>• The local communities in the area where the maritime industry heritage is located interested in preserving and promoting the history and cultural significance of the industry.</li> <li>• Tourists and visitors that my benefit from experiencing the maritime industry heritage.</li> <li>• Creative and cultural industries adding value to the valorized heritage and interested in its sustainable use.</li> <li>• Tourism operators interested in enriching their touristic offer.</li> </ul>
<b>Project Indicative Duration</b>	3 years
<b>Indicative Budget</b>	1 800 000 €
<b>Description</b> <i>(Please provide an abstract of the project)</i>	
<p>Aim of the project is the development of tourism based on valorization of maritime industry heritage in the cities of the Adriatic coast, and support their transformation into transition point from fast to slow tourism. The project will document existing maritime industry heritage in the target areas (catalogue of the maritime industry heritage) and propose a series of measures and tools (models for collaboration and revitalization actions), in order to capitalize on its touristic and cultural potential.</p> <p>Project will also support creation of alternative touristic routes with special interest themes, connecting the industry heritage hubs with the surrounding hinterland. Actors involved with revitalization of industry heritage will be supported in implementing sustainable principles and leverage on new technologies.</p>	
<b>Project Relevance</b>	

**Project background and challenges to be addressed**

*Please describe the major problems/needs that you would like to tackle and the previous efforts made in addressing them (if any) and how the project will build upon them.*

A number of cities on the Adriatic coast have rich industrial history linked to the proximity of the sea and the availability of transport routes. The various industrial production in the 18th and 19th century was difficult to achieve without a direct connection between the city and the sea, which means without the activities typical for a marine cargo port. Many industrial areas, factories and large segments of this industrial heritage are currently neglected and represent a great potential for conversion into touristic attractions. This project is based on international collaboration in order to research models and possibilities of using industrial heritage for tourism purposes and making proposals for its revitalization and conversion. Strong emphasis will be on implementation of new technologies in creation of new touristic value and experience, and also integration of less developed areas, that gravitated towards the industry centers on the coast, into these new special interest touristic routes.

**Project Details**

**Project overall objective**

*Please describe the overall objective of the project and the expected change your project will apport to the current situation*

Overall objective of the project is to establish linkages between the regional centers of maritime industrial heritage, execute knowledge and best practice transfers between these centers and propose models and tools for local application in order to support revitalization of maritime industry heritage as touristic value generators and cultural goods. Actors in tourism and revitalization initiatives will be supported and trained to design sustainable solutions that would lean towards implementation of new technologies (VR, AR, AI, big data, IoT,...). Another significant objective would be interconnection of less developed areas in the hinterland with the industry heritage centers on the coast, based on their cultural and historical relations, in order to develop special interest touristic routes.

**Expected results/outcomes**

*Please describe effects and benefits that the project is expected to produce in the selected area of intervention; describe the need for transnational cooperation*

Cooperation among partners and stakeholders will lead towards identifying innovative replicable and sustainable cooperation models of valorizing maritime industry infrastructure that is recognized as valuable heritage. The partnership will provide recommendations for policy makers and stakeholders on how to enhance the hidden potential of the maritime industry heritage, influence the quality of life of the citizens and support uptake of new technologies among cultural and creative industry actors and tourism operators who could create new value and have new working opportunities.

Expected results are:

- Catalogue of existing maritime industrial heritage in the target regions/locations
- Proposals of models and tools for collaboration between international actors
- Proposals of models and tools for revitalization actions
- Enhanced skills of revitalization actors in solution design and uptake of new technologies/digitalization
- Better integration of hinterland/remote area into new touristic value chain based on maritime industry heritage
- Strategic and policy recommendations
- Awareness improvement

**Project main activities - Work plan**

*Please describe the proposed activities to address the above-mentioned problems/challenges that will lead to the expected outcomes of the project*

WP1

**Mapping the maritime industrial heritage sites in the target regions** – Partners should conduct an analysis and create a database of existing maritime industry heritage in their regions, that has potential to be revitalized in the context of sustainable tourism and creation of special interest tourism routes

**Mapping initiatives and stakeholders already contributing to the promotion and use of maritime industry heritage** – Partners should conduct research on existing national and transnational initiatives related to the maritime industry heritage valorization, that could include different stakeholders like museums, historical societies, preservation organizations, public authorities, educational programs and tourism initiatives. Goal of the activities is to identify and leverage on existing good practice.

**Analysis of interconnections (local & regional)** – On the basis of previous activities, partners will identify and assess potential to exploit historical and cultural interconnections between maritime industry heritage sites and inland areas surrounding them. Besides these local interconnections, the regional/transnational interconnections between industry heritage sites will be assessed for valorization in touristic context.

WP2

**Development of models and tools for collaboration between international actors** - This activity involves developing models and tools to facilitate collaboration between international actors involved in the valorization of maritime industry heritage. This will include proposals for online platforms for sharing information, developing guidelines for collaboration, and establishing protocols for cross-border cooperation.

**Defining format of best practice exchange (events, materials, tools)** - involves defining the format of best practice exchange between actors involved in the valorization of maritime industry heritage, based on best practice and needs of the stakeholders. Potential formats could be conferences and workshops, developing materials such as reports and guidelines, and creating tools such as databases and online platforms.

**Piloting best practice exchange models** - This activity involves testing and piloting the best practice exchange models and tools developed in the previous activity, in order to determine their effectiveness and identify areas for improvement.

**Building the Adriatic maritime industry heritage network** - this activity involves building a network of actors involved in the valorization of maritime industry heritage in the Adriatic region, and also creation of common strategy. Stakeholders identified in previous activities will be invited to sign Memorandum of Understanding. The network can help promote the exchange of knowledge and best practices, and facilitate cross-border cooperation in the preservation and promotion of maritime industry heritage in the region.

#### WP3

**Development of models and tools for revitalization of maritime industry heritage** - This action involves developing models and tools to support the revitalization of maritime industry heritage in sustainable tourism context. This would include creating frameworks for assessing the heritage value of different sites and resources, designing strategies for heritage preservation and promotion, and also roadmaps for inclusion of entrepreneurs and tourism actors. Attention would be given to developing connections and routes towards inland rural areas.

**Defining the revitalization approach methodology** - This action involves defining the methodology for the revitalization of maritime industry heritage, meaning developing guidelines for the assessment and prioritization of heritage sites, creating a roadmap for the implementation of heritage initiatives, and identifying key stakeholders and partnerships that could develop tourism routes connecting maritime industry heritage with inland rural areas.

**Trainings and education for revitalization actors** – This action aims to implement multidisciplinary workshops for policy makers, industry and tourism actors on topics that will support uptake of new technologies and creation of sustainable solutions for revitalization of maritime industry heritage. (digitalization, design thinking approach, sustainability/business model, action plan development, etc.)

#### WP4

**Policy dialogue workshops** – This action will consist of series of meetings and events where policymakers, stakeholders, and experts will come together to discuss and exchange ideas about valorization of maritime industry heritage in the Adriatic region. The events would involve discussions on the challenges and opportunities for promoting sustainable tourism, preserving cultural heritage, and enhancing economic development in the region. These workshops will also be used to gather input and feedback from different stakeholders and target groups.

**Elaboration of policy recommendations** - After the policy dialogue workshops, the next step would be to elaborate policy recommendations based on the discussions and insights gathered during the workshops. This involves analyzing the feedback, identifying key themes and issues, and formulating specific policy recommendations that can address the challenges and opportunities identified in the region. The policy recommendations should be evidence-based,

practical, and aligned with the broader policy goals of the region and the relevant national and international frameworks.

### Project Context

#### Synergies and past experiences

*What are the synergies/past experiences with EU and other projects or initiatives the project makes use of?*

Project could capitalize on synergies with existing initiatives like:

#### **REFREsh, Interreg Central Europe**

The main objective of the REFREsh project was to reutilize industrial heritage through new forms of creative use, involving creative actors but also actors from the trade and service sector in the process. During the project, ten partners from Germany, Hungary, Slovenia, Italy and Croatia collaborated for three years to reutilize five selected industrial sites in the countries. Investments were implemented in Freiberg (DE), Komló (HU), Piran (SI), Castello di Godego (IT) and Lokve (HR).

<https://programme2014-20.interreg-central.eu/Content.Node/REFREsh.html>

#### **Forget Heritage, Interreg Central Europe**

The Forget Heritage project was a three year long project, which started on 01.06.2016. The main objective of Forget Heritage was promoting cooperation between central European cities in order to identify innovative, replicable and sustainable Public Private Cooperation management models of the historical sites by valorizing them through setting up Cultural and Creative Industries.

<https://programme2014-20.interreg-central.eu/Content.Node/Forget-heritage.html>

### **REMEMBER, Interreg IT-HR**

The project – “REMEMBER – REStoring the MEemory of Adriatic ports sites. Maritime culture to foster Balanced tERritorial growth” – is funded as part of Priority Axis 3 “Environment and Cultural Heritage,” a European Italian-Croatian programme intended to preserve and enhance the physical and immaterial historical heritage of the 8 Italian and Croatian Adriatic ports that are part of the network – Ancona, Venice, Trieste, Ravenna, Rijeka, Zadar, Dubrovnik, and Split. The purpose of REMEMBER is to promote new forms of sustainable tourism connected to the appreciation of local cultural heritage so as to stimulate the economy and create employment thanks to the creation of tours and itineraries, and by using virtual and digital technologies to advance the single sites.

<https://programming14-20.italy-croatia.eu/web/remember>

### **ADRION 5Senses, Interreg Adrion**

The ADRION 5 SENSES Project was focused on the ADRION area, studied in-depth the area’s high potential for further development of sustainable tourism, and successfully addressed the common territorial challenge which is the lack of a sustainable tourism model based on innovative, high-quality tourism products and services.

<https://adrion5senses.adrioninterreg.eu/>

### **S.LI.DES, Interreg IT-HR**

The S.LI.DES. project aims at fostering cross border cooperation among cultural destinations in the Programme area and the joint planning of smart strategies to support more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those assets shaping the identity of the destinations

<https://programming14-20.italy-croatia.eu/web/slides>

### **REVIVAL, Interreg IT-HR**

Actions of REVIVAL are:

- Realization of small works to clean and make accessible (with sufficient safety standards for users and visitors) the buildings/fortifications of public property and in an acceptable status;
- Organization of artistic and creative events hosted in the dismissed buildings/areas concerned (made accessible through the small works mentioned above), to attract



creative people and tourists as well as to raise the awareness and attention of local communities, policy-makers and potential investors on the lost heritage concerned;

- Promote a new tourism offer, joined by a common joint cross border brand and linked to a Cultural Route of the lost heritage of '900 in the Adriatic to attract cultural tourists;
- Search for potential private investors for wider future projects of reuse.

<https://www.projectrevival.eu/en>

### **CHRISTA, Interreg Europe**

The overall objective is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitisation, with capitalisation of good practices, policy learning, policy implementation and capacity building.

[https://projects2014-2020.interregeurope.eu/fileadmin/user\\_upload/tx\\_tevprojects/library/file\\_1517754714.pdf](https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1517754714.pdf)

### **FRAMESPORT**

FRAMESPORT project will perform a coordinated initiative supporting an integrated and sustainable development of small ports in a strategic perspective, thus allowing them to be proactive socio-economic drivers of the development in the Adriatic coasts.

Furthermore, a tailor-made ICT platform will collect and systematise relevant key data on small ports to be shared as starting point of any further development. FRAMESPORT will build on existing knowledge and capitalise results of pilot initiatives by integrating them in a new strategic framework boosting small-scale maritime nodes performances along the Adriatic coasts

<https://programming14-20.italy-croatia.eu/web/framesport> .

### **European Route of Industrial Heritage**

Currently ERIH presents over 2,200 sites of all branches of industry from all countries, that are partly or entirely considered part of Europe from a political, cultural or geographical point of view. The database of sites is continuously being expanded.

<https://www.erih.net/about-erih/route-system/european-theme-routes/>