

MITOMED+

Memorandum of Understanding

Towards a More Sustainable Maritime and Coastal Tourism

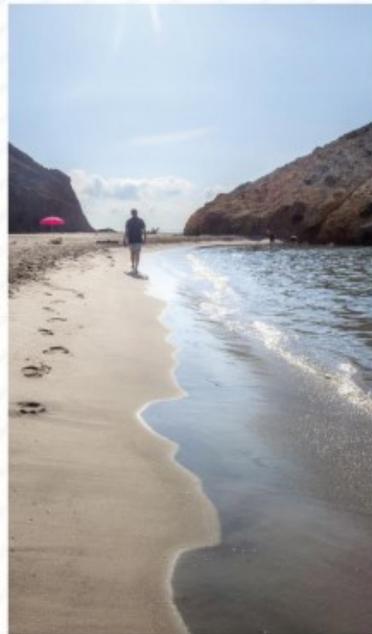


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Regione Toscana

Tuscany Region - Lead partner - ITALY



Institute of Agriculture and Tourism Poreč

Institute of Agriculture and Tourism - CROATIA



University of Girona - SPAIN



ANCI Toscana - Association of Tuscan Municipalities - ITALY



CPMR - Conference of Peripheral Maritime Regions of Europe - FRANCE



Public Enterprise for the Management of Tourism and Sport of Andalusia - SPAIN



Institute for Biometeorology

National Research Council - Institute of Biometeorology - ITALY



LARNACA & FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY

Larnaca and Famagusta District Development Agency - CYPRUS



NECSTouR - Network of European Regions for a Sustainable and Competitive Tourism - BELGIUM

Programme co-financed by the European Regional Development Fund



1. The importance of sustainability and responsibility in the Mediterranean coastal regions

Mediterranean is the world's leading tourism destination. Maritime and coastal (M&C) tourism in the Mediterranean basin is a growing business and a predominant source of revenue, growth and jobs, especially for young people and women. This remarkable growth risks to be jeopardized by several factors, such as severe anthropic impacts and environmental risks, tourism pressure on territories, coastal erosion, worsening conditions of sea water, over exploitation of natural and cultural heritage, etc. While many Mediterranean tourist destinations have adopted local and regional integrated strategies of tourism development, there is no real governance for tourism activities at a wider transnational level and environmental governance is in practice still very fragmented. Sustainable tourism managed in an integrated way is the key to protect natural and cultural assets while using them as an economic driver.

The main challenges faced by the MED regions in this field are to improve cooperation, joint and integrated planning and to enhance the development of tourism as an asset for the sustainability of MED regions, in all three aspects of environmental, social and economic sustainability. M&C tourism integrated planning is hampered by the lack and poor comparability of data, at destination, regional or transnational level. The MITOMED+ project was developed to answer these challenges.

MITOMED+ - as a continuation of MITOMED project - is a modular project financed by the Interreg MED programme on the Priority Axis 3: "Protecting and promoting Mediterranean natural and cultural resources", Specific Objective 3.1.: "To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area".

The MITOMED+ project is composed of two modules: testing and capitalizing. Based on the idea that the development of a new and innovative public intervention needs three successive phases, the MED programme foresees a phase of study (in this case done by the previous project MITOMED), a phase of testing to validate the hypothesis developed, and a phase of transferability and capitalisation of results at the transnational level. The testing phases allowed MITOMED + to develop a scheme for the transferability and capitalisation of the M&C tourism management model and the Green Beach Model at transnational level to other destinations.

2. The MITOMED+ project

The main objective of MITOMED+ is to enhance the sustainability and responsibility in maritime and coastal tourism. To achieve this objective, the project aimed to:

- increase knowledge and social dialogue regarding the development of M&C tourism in each partner region for better decision-making;
- improve M&C tourism planning at destination level and its coordination for a transnational governance;
- mainstream its results into local, regional and national policies;
- set up a MED M&C tourism management model;
- develop and disseminate the Green Beach Model.

The partners of this project are:

- Regione Toscana (RT) – Italy;
- Association of Tuscan Municipalities (ANCI Toscana) – Italy;
- National Research Council - Institute of BioEconomy (CNR-IBE) – Italy;
- Institute of Agriculture and Tourism (IPTPO) – Croatia;
- Larnaca-Famagusta District Development Agency (ANETEL) – Cyprus;
- Conference of Peripheral Maritime Regions of Europe (CRPM) – France;
- Public Enterprise for the Management of Tourism and Sport of Andalusia (Tourism and Sport of Andalusia) – Spain;
- University of Girona (UdG) – Spain;
- Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR) – Belgium.

MITOMED+ focuses on the following types of action: improvement of public policies, joint planning tools, action plans and transfer of practices. Its actions include:

- Fostering social dialogue with local and regional stakeholders through meetings and workshops aimed to share information and knowledge about M&C tourism management;
- The creation of the Green Beach Model: this implies the study of existing practices, standards and regulations, the approval of the rationale and criteria to be used, and the testing of the eco-sustainable beach model in 12 public beaches located in Tuscany, Catalunya, Cyprus and Istria;
- The testing of a system of indicators and of an online common open platform for data indicators;
- The production of practical documents to be used for the transferring (tool box, list of green beach criteria, reports, guidelines, etc.);
- The organisation of five regional capacity building events and three EU wide conferences to extend the results to other tourism destinations, both inside and outside the project's partnership;
- The development of an integrated Mediterranean M&C management model by capitalising on the results of the MITOMED+ project and other EU funded and MED projects. The design of a Policy Paper aiming to deliver a legacy from the project to Europe and the Mediterranean beyond 2020. The Policy Paper includes key recommendations for institutions and key players which advocate for a collective commitment of tourism stakeholders towards the implementation of the model.

The conclusions derived from these actions form the basis of the present MoU. The project partners identified as main element of an integrated M&C tourism policy the need for the development of a common integrated MED M&C management model. The future cooperation envisaged by the present MoU is aimed at engaging in this effort not only the project partners but also other regions, destinations and stakeholders - universities, M&C research centres, tourism stakeholders, consumer associations and other civil society organisations - that could have an active role in the dissemination, direct use and capitalization of Mitomed+ results as well as in the implementation of the proposed management model.

MITOMED+ MEMORANDUM OF UNDERSTANDING

The objective of this document is to ensure the continuity of the transnational and multi-stakeholder dynamic of cooperation initiated by the MITOMED+ project, financed by the European Programme Interreg Mediterranean. Signatories must adhere to its overall philosophy and commit to its provisions in order to amplify its impact at all levels.

The Interreg MED project “MITOMED+” aims at enhancing the sustainability and responsibility of maritime and coastal (hereinafter M&C) tourism in the Mediterranean area through joint management.

The Signatories (also referred to as “the Parties” in this document) are aware of the need to improve the impact of their M&C tourism policy and prosper as a competitive and sustainable region, where tourism is a priority. MITOMED+ is committed to supporting the regions and all Signatories (Mitomed+ partners and new additional stakeholders) in this transformation, providing a management model and transferring its knowledge on the sustainability of tourism in MED regions.

The Signatories commit to implement on the ground the MED M&C management model conceived by MITOMED+ and mainstream it into their policies and/or activities.

By signing this Memorandum of Understanding, the Signatories agree as follows:

Paragraph I: Aims and scope

- To enhance the cooperation and advocacy efforts for the sustainability and responsibility of M&C tourism in the Mediterranean area, also by extending the signature of this MoU to new key stakeholders;
- To promote and foster close collaboration on policy approaches in the field of sustainable and responsible M&C tourism development in the Mediterranean area and to ensure a more strategic framework for cooperation at all levels between the Parties;
- To promote knowledge sharing with the view of fostering coordination and synergies in the fields of work of the Parties;
- To identify initiatives of common interest and to raise awareness of the work of the Parties at national, international and regional level;
- To build on each other’s work and know-how, particularly in the field of sustainable responsible M&C tourism development;
- To collaborate and test the results of common activities;
- To adopt the Mitomed+ Policy Paper recommendations and promote their implementation at all levels.

Paragraph II: Areas of cooperation

The MITOMED+ framework – knowledge, pilot actions and recommendations – is the scheme to be implemented by the Signatories to cooperate in future joint initiatives and projects, including the following areas:

- Sharing of knowledge and expertise with regards to sustainable responsible M&C tourism development in accordance with the respective policies, procedures and rules;
- Organization of joint training programmes and capacity building workshop(s) with particular emphasis on sustainable development, sustainable tourism, and skills development;
- Organization of joint events on commonly agreed themes and subjects;
- Joint research, publications and actions in the areas of mutual interest.

The Signatories will organize ad-hoc meetings (face-to-face or online), and/or periodically communicate, to review the outcomes and issues arising from their cooperation to agree on priorities and issues for future cooperation and to identify new areas of collaboration.

Paragraph III: Modalities of cooperation

The Signatories will make every effort to inform each other of all issues that might affect the implementation of this Memorandum of Understanding and the necessary activities to apply the principles and methods of the MITOMED+ project scheme.

Paragraph IV: Commitments by Signatories

By signing this Memorandum of Understanding, the Signatories, representatives of regional and local public authorities, research institutions, private sector bodies and civil society organisations commit to:

- increase knowledge and social dialogue regarding the development of sustainable and responsible M&C tourism in each partner region;
- adopt the Mediterranean M&C tourism management model inspired by Mitomed+ and/or promote its wide dissemination and implementation at Mediterranean level including through the “sustainable tourism” thematic community established within MED Interreg Programme and managed by the corresponding “Horizontal Project”;
- disseminate and transfer the Green Beach Model to other destinations of the Mediterranean area;
- improve M&C decision-making and tourism planning at destination level, using and/or promoting the use the tools produced by Mitomed+;
- mainstream its results into local, regional and national policies at all levels.

However, these commitments will be subject to the real competences on which each signatory can act according to their functions and legal figure.

Paragraph V: List of Mitomed+ partnership Signatories (the Parties)

Regione Toscana (RT) – Italy;

Association of Tuscan Municipalities (ANCI Toscana) – Italy;

National Research Council (CNR-IBE- Institute of BioEconomy) – Italy;

Institute of Agriculture and Tourism (IPTPO) – Croatia;

Larnaca-Famagusta District Development Agency (ANETEL) – Cyprus;

Conference of peripheral maritime regions of Europe (CRPM) – France;

Public Enterprise for the Management of Tourism and Sport of Andalusia (Tourism and Sport of Andalusia) – Spain;

University of Girona (UdG) – Spain;

Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR) – Belgium.

Paragraph VI: Duration and termination

This MoU comes into effect as of the date of the signature by the Parties. Its duration will be three years. After this period it may be renewed, for a period of other three years, on the basis of a tacit agreement between the Parties, unless notice of termination is given.

Paragraph VII: Amendment, Annexes and information between the Parties

Any modification of the main part of the MoU (I-X) requires the written and signed consent of all the Signatories hereto to become effective.

The Annexes to this MoU form an integral part thereof. Annex I is conceived to increase the participation and commitment of additional stakeholders to disseminate, use and capitalize Mitomed+ results.

Each Mitomed+ partner is thus invited to promote the signature of the annex to this MoU by additional regional and local authorities, destinations or other stakeholders that might want to collaborate.

The Annex I is slightly customizable by the Parties in order to specify, when needed, the modality of the specific collaboration of the new Signatories. The annexes with the new joining Signatories must be shared by the promoter with the rest of Mitomed+ partners, both before the signature takes place and after, in order to keep track of all new Signatories.

All new Signatories will be inscribed in Annex II. This annex will be kept and periodically updated by the partners of Mitomed+. At least once a year the Parties shall consolidate the updated list, including the overall situation concerning new adhesions and update the mailing list for communications.

Paragraph VIII: Language and use of the visual image of Mitomed+

The language of this MoU is English and will be the only valid version of it. Nevertheless, the Parties can produce and provide to the new Signatory courtesy translations in all the necessary languages. The visual image of Mitomed+ will be used, when needed, for future activities promoted in the framework of this MoU with the agreement of all the Parties.

Paragraph IX: Settlement of disputes

This MoU does not imply any financial or legal liability. Any dispute that might arise concerning this MoU shall be settled amicably. If no amicable solution is deemed possible, the Signatories shall agree to the termination of this MoU.

In witness whereof, the undersigned representatives, having been duly authorised thereto, have signed the present Memorandum of Understanding in nine (9) identical original copies, and shall transmit a certified copy to all and acceding Signatories.

The new Signatories (Annex I) should only sign the annex in two (2) identical original copies. The digital version shall be sent to the Mitomed+ partnership, whereas one paper copy should be kept by the Mitomed+ partner that promoted the new adhesion and the other by the new Signatory.

Paragraph X: Signature

Done in [Livorno, Tuscany] on [3/12/2019] in English

On behalf of [Name of the MITOMED+ Partner],

[Name of the representative]

Signature:

ANNEX I

New adhesions to the Mitomed+ MoU

By signing this Memorandum of Understanding, the Signatory, representative of (tick the relevant box):

- Regional public authority
- Local public authority
- Destination Management Organization
- Research institution
- Private sector body
- Civil society organisation
- Other (please specify)

Commits to:

- Consider the philosophy, the aim and recommendations of Mitomed+ described in its Memorandum of Understanding, as well as its long-term vision based on its outcomes and deliverables, including its final Policy Paper;
- Increase knowledge and social dialogue regarding the development of sustainable and responsible M&C tourism in its own reference area or territory;
- Adopt a Mediterranean M&C tourism management model inspired by Mitomed+ proposal that can provide to the Signatories efficient and concrete tools of management;
- Disseminate and transfer the Green Beach Model to its own area or other destinations of the Mediterranean area (specify if needed);
- Improve M&C decision-making and tourism planning at destination level, using the tools produced by Mitomed+;
- Mainstream its results into local, regional and national policies and foster coordination at all levels;
- Position its destination, by improving its quality and sustainability.

Signing this Annex of the Mitomed+ MoU my entity becomes parts of the Mitomed+ network of Signatories and Memorandum of Understanding. The duration of the agreement will follow the provisions of paragraph VI of the MoU. The rest of provisions for amendment, annexes, information between the Parties, language and settlement of disputes will also apply as foreseen by paragraphs VII to IX.

Done in [XXX] on [XXX] in English.

On behalf of [Name of the institution/organization], [Name of the representative]

Signature:

ANNEX II
List of new signatories

(Rolling list to be updated regularly)

-Agenzia Sviluppo Ecosostenibile Territorio Regione Puglia (ASSET)

-Comune of Vieste

-Comune of Giovinazzo