

“EMOUNDERGROUNDS” - “Project N° 905”
“EMOtional technologies for the cultural heritage valorization within transnational UNDERGROUNDS”

Adriatic-Ionian Programme INTERREG V-B 2014-2020 - 2nd call

Del. T.1.3.1: Agreement Protocol among public and private subjects bearing of interests on creative-cultural tourism field in target territories

Beneficiary:
All Pps with the coordination of LP and PP6



Project Details:

Programme: **Adriatic-Ionian INTERREG V-B 2014-2020**

Programme Priority: **2) Sustainable Region.**

Programme priority specific objective: **Promote the sustainable valorisation and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area**

Project Title: **EMOtional technologies for the cultural heritage valorization within transnational UNDERGROUNDS**

Project Acronym: **EMOUNDERGROUNDS**

Reference No: 905

Lead Beneficiary: **Municipality of Nardò**

Total Budget: **2.599.994,86 €**

Time Frame: **01/01/2020 - 30/06/2022**

Deliverable Details

WP: **T1 - Animation of the aggregated public-private system to manage the TN cultural tourist product**

Deliverable Title: ***D.T.1.3.1: Agreement Protocol among public and private subjects bearing of interests on creative-cultural tourism field in target territories***

Responsible Beneficiary: **Regional development centre Koper (PP6)**

Involved Beneficiaries: **All Partners**

Deliverable Description: *1 Agreement Protocol among public and private subjects bearing of interests on creative-cultural tourism field in target territories. It will establish the model of Governance and the fundraising activities to guarantee actions sustainability.*

Date and place of delivery: 19 May 2021, ZOOM platform - ID Meeting: 885 4590 9846
link: <https://us02web.zoom.us/j/88545909846>

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Preamble

Assumed that

- the project "EMOtional technologies for the cultural heritage valorization within transnational UNDERGROUNDS" - EMOUNDERGROUNDS funded by INTERREG V-B Adriatic-Ionian (ADRION) Programme 2014-2020 - Second Call for ordinary Proposal - Priority Axis 2, was approved by deliberation of decision of the Monitoring Committee of the ADRION programme in 17 July 2019;
- the project contemplates the participation of the following partners: Nardò Municipality (Leader Partner - Italy) Carpi Municipality (PP2 - Italy), Andravida-Killini Municipality (PP3 - Greece), Rijeka Tourist Board (PP4 - Croatia), Public Cultural Institution Fortress of Culture Šibenik (PP5- Croatia), Regional development centre Koper (PP6 – Slovenia), Ivančna Gorica Municipality (PP7 – Slovenia), Kukes Municipality (PP8 – Albania), Tourism organisation of municipality of Bar (PP9 – Montenegro) and

Trebinje Development Agency (PP10 - Bosnia and Herzegovina);

- the project lasts 30 months, from 01.01.2020 up to 30.06.2022;
- EMOUNDERGROUNDS project aim is to improve
- the activities foreseen by the project are numerous and the partnership elaborated an Action Plan for the management of the cultural-tourist product and to improve the related transnational public private system;

Whereas

- in the last decades, virtuous public-private partnerships experiences were performed in territorial governance and in heritage valorization;
- the processes of territorial economic development based on technologic innovation and environmental sustainability grant a more efficient functioning of the territorial system, make its competitiveness stronger and helps the cultural assets preservation;
- the European politics on sustainable development considers Tourism and Heritage valorization as strategic sectors of economic growth and social development;
- it is therefore suitable to start new interactive and participated program and design models able to draft a coordination process among all the institutional subjects, professional and trade-union associations of the whole local productive sector and of the active citizenship, in order to detect the better choices to do.

All this stated and considering moreover

that within the EMOUNDERGROUNDS project Partners:

- is created a database of the tourist operators working in the respective territories;
- was organized and realised 11 meetings of territorial animation (10 at a local level, 1 for each project target area and 1 at transnational level, aimed at involving all the tourist operators and at creating a public-private shared system for the transnational territorial tourist product management;
- is approved an Action Plan through starting from their own territorial analysis, shared strategies of the tourist product management and of transnational development, identifying punctual and concrete actions

aimed at valorising, preserve and promote the underground heritage and at improve the tourist offer locally and at EUSAIR macro-regional level:

It is therefore established:

ART.1 – Constitution and denomination

The shared public-private system to manage the transnational “EMOUNDERGROUNDS Network” is established. The promoting bodies are:

- Nardò Municipality (Italy)
- Carpi Municipality (Italy)
- Andravida-Killini Municipality (Greece)
- Rijeka Tourist Board (Croatia)
- Public Cultural Institution Fortress of Culture Šibenik (Croatia)
- Regional Development Centre Koper (Slovenia)
- Ivančna Gorica Municipality (Slovenia)
- Kukes Municipality (Albania)
- Tourism Organisation of Municipality of Bar (Montenegro)
- Trebinje Development Agency (Bosnia and Herzegovina)

ART.2 – objectives

The EMOUNDERGROUNDS Network aims to:

- boost the attractiveness and the competitiveness of the tourist destinations participating in the network, by developing, with the use of ICT and innovation, a transnational cultural-creative tourist product based on the emotional visiting experience of the underground heritage;
- boost the underground heritage preservation and interpretation;



- share experience contents and managerial and technological experiences;
- promote locally and transnationally the EMOUNDERGROUNDS heritage;
- strengthening and enlarge the transnational EMOUNDERGROUNDS network;
- develop the search of funding and other supporting opportunities;
- ensure the implementation of the Action Plan drawn up.

These goals and priorities will be implemented through dialog and negotiations with decision makers at all levels; through communication with the public institutions, private companies, and civil society; through lobbying; through media campaigns, debates and consultations with experts.

ART.3 – Legal position and governance

The cultural tourism system “EMOUNDERGROUNDS Network” does not have a legal body.

Organizations and operators involved in the Underground Heritage valorization with the use of ICT and innovation in the EUSAIR area, from tourism and cultural sectors, can be network member.

The Mayor of Nardò Municipality, Leader Partner of the ADRION EMOUNDERGROUNDS project is the Network Coordinator at least until the end of the ADRION project.

In the meantime, the network develops a governance model suited to its objectives on the basis of its first experiences.

Working Groups are created for the network goals achievement. All the Network members can participate to the Working Groups.

Each member of the network can propose to the Coordinator the constitution of a working group and can be responsible for it.

“EMOUNDERGROUNDS Network” can promote any kind of new organization and cooperation between partners and any kind of collaboration with other networks in complementary fields and territories.

The members of the EMOUNDERGROUNDS Network and working groups can be the involved stakeholders of the tourism and culture chains that will express their interest in joining the network by signing the attached

Expression of Interest form.

ART.4 – headquarter and management

The headquarter of “EMOUNDERGROUNDS Network” is in Nardò municipality, Piazza C. Battisti, Nardò (LE) - Italy.

ART.5 – incompatibility and interferences

The subscription of this protocol does not interfere with the autonomous funds requests and the consequent management by the single subscribers.





Signature of the promotion subjects

IL SINDACO
(Avv. Giuseppe Mellone)

Municipality of Nardò

Place and date NARDO' 19/05/2021

Giuseppe Mellone

Signature of the legal representative _____





SIGNATURES OF THE PROMOTION SUBJECTS

Municipality of Carpi

Place and date CARPI, 19/5/2024

Signature of the legal representative 



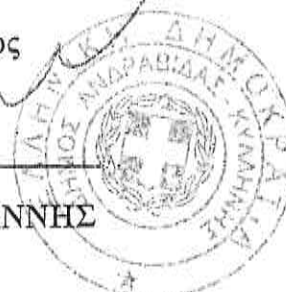
SIGNATURES OF THE PROMOTION SUBJECTS

Municipality of Andravida-Killini

Place and date Lechena 7-6-2021 **Ο Δήμαρχος**

Signature of the legal representative _____

ΛΕΝΤΖΑΣ ΙΩΑΝΝΗΣ



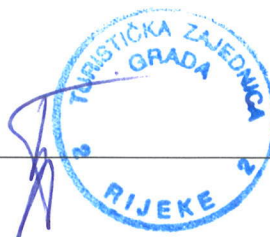


SIGNATURES OF THE PROMOTION SUBJECTS

Rijeka Tourist Board

Place and date Rijeka 19-5-2021

Signature of the legal representative _____





SIGNATURES OF THE PROMOTION SUBJECTS

Public Cultural Institution Fortress of Culture Šibenik

Place and date Šibenik, 7th June 2021

Signature of the legal representative _____





SIGNATURES OF THE PROMOTION SUBJECTS

Regional development centre Koper

Place and date KOPER, 19.5.2021

Signature of the legal representative _____



REGIONALNI RAZVOJNI CENTER KOPER
CENTRO REGIONALE DI SVILUPPO CAPODISTRIA
Ulica 15. maja 19,
6000 KOPER - CAPODISTRIA



SIGNATURES OF THE PROMOTION SUBJECTS

Ivančna Gorica municipality

Place and date 19.05.2021, IVANČNA GORICA

Signature of the legal representative _____



SIGNATURES OF THE PROMOTION SUBJECTS

Kukës municipality

Place and date: Kukës, 19.05.2021

Signature of the legal representative_____





SIGNATURES OF THE PROMOTION SUBJECTS

Tourism organisation of municipality of Bar

Place and date 19.05.2021, Bar

Signature of the legal representative 



SIGNATURES OF THE PROMOTION SUBJECTS

Trebinje Development Agency

Place and date TREBINJE, 19.05.2021.

Signature of the legal representative Egis Bergerić





Further adhesions

Starting from the moment of signing this protocol, the partners collect the adhesion to the same of local stakeholders and other partners, making them fill in and sign a subscriber chart.

The project is supported by the INTERREG ADRION Programme funded under the European Regional Development Fund and IPA II Fund