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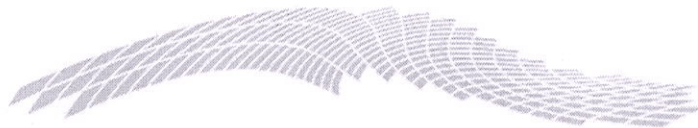
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CREATURES



PROJECT MAIN OUTPUT: LOCAL ACTION PLAN

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LOCAL ACTION PLAN FOR BOOSTING CREATIVITY AND INNOVATION
IN DUBROVNIK NERETVA REGION'S HERITAGE MANAGEMENT FOR 2022 – 2023

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1. INTRODUCTION

This Local Action Plan (LAP) is developed by the Regional Development Agency Dubrovnik Neretva County – DUNEA in line with key objective of CREATURES project: to contribute to improvement of the ADRION Region’s strategy and policies to support creative and cultural industries (CCI), cultural heritage and sustainable tourism.

The aim of LAP is to implement policy recommendations¹ for supporting ADRION CCI on regional level (i.e. Dubrovnik Neretva Region) and adopt innovative indicators² for effective monitoring systems of the LAP implementation. “Local action plan for boosting creativity and innovation in Dubrovnik Neretva Region’s heritage management for 2022 till 2023” focuses on improving tools and competences related to creative and cultural industries of public institutions in heritage management and promotion sector. More specifically, it contributes to the *“promotion of cultural and creative sector as drivers of sustainable social, environmental and economic development encompassing wide awareness on the sustainability of CCI”* and *“strengthening the role of CCIs in local development, urban and rural revitalisation”*.

The LAP contributes to realization of measures of Dubrovnik Neretva Region’s Development Plan: 1.2.3 Development of CCI; 1.3.1. Improvement of the quality of tourism offer and destination management as well as 2.2.1. Strengthening collaboration between educational and research institutions, entrepreneurs and public administration; 3.3.1 Preservation, valorisation and sustainable management of natural heritage; 3.3.2. Preservation, valorisation and sustainable management of cultural heritage and cultural landscape.

In the actions outlined, working with the most developed/developing CCI is foreseen as well as involving them in responding to the new tastes-needs of tourists (especially the younger) with respecting the features and priorities of Dubrovnik-Neretva County context. On the basis of LAP, a new experiential pilot tourism offer is created through which the cultural heritage of Dubrovnik-Neretva County is preserved and valorised. One of the actions is CREATURES Pilot Action aimed at development and testing of new creative CreaTourEs: LIBERTAS Perspective and LIBERTAS Horizon.

¹ Policy Recommendations for supporting ADRION CCI have been developed by the Regional Agency DUNEA. The author is Ana Žuvela, PhD, Institute for Development and International Relations. The document is available on Regional Agency DUNEA’s and CREATURES project we site.

² Innovative and shared indicators, methods and tools for measuring impact of CCI on sectors of cultural heritage & sustainable tourism have been developed by the Regional Agency DUNEA. The author is Daniela Angelina Jelinčić, PhD, Institute for Development and International Relations. The document is available on Regional Agency DUNEA’s and CREATURES project we site.



2. VISION

Dubrovnik Neretva Region's heritage is accessible, vibrant and the base of value-added products and services.



3. SMART OBJECTIVES

Overall objective of Local Action Plan for Dubrovnik Neretva County is to reach full potential of regional heritage as growth asset in sustainable tourism by boosting research, innovation and creativity through creative and cultural industries.

	Initial objective	Is it specific?	Is it measurable?	Is it achievable?	Is it relevant?	Is it timely?	Updated objective
Objective No. 1	To support research, development and innovation in fields of heritage, CCI and tourism	yes	yes	yes	yes	no	Boost creativity and innovation in region's heritage management until 2023.
Objective No.2	To enable collaboration between scientific, public and private sector in conservation activities	yes	yes	yes	yes	no	To enable collaboration between scientific, public and private sector in conservation activities until 2023.
Objective No.3	To introduce new tools for heritage management	yes	yes	yes	yes	no	To introduce new tools for heritage management until 2023.
Objective No.4	To improve the accessibility of heritage (sites)	yes	yes	yes	yes	no	To improve the accessibility of heritage (sites) until 2023.
Objective No.5	Enable community engagement for heritage management and promotion	yes	yes	yes	yes	no	Enable community engagement for heritage management and promotion until 2023.
Objective No.6	Boost creation of innovative and creative promotional content and campaigns	yes	yes	yes	yes	no	Boost creation of innovative and creative promotional content and campaigns until 2023.
Objective No.7	Support creation of new heritage-based products and services	yes	yes	yes	yes	no	Support creation of new heritage-based products and services until 2023.



4. BASIC DATA ABOUT THE AREA OF INTERVENTION



Map of Dubrovnik Neretva Region by Google Maps

Name of your Area of intervention	Dubrovnik-Neretva Region
Country	Croatia
Total area in km ²	1,781
Total inhabitants	122,449
Regional (municipal) GDP per capita in EUR.	16,100
Unemployment rate	7%
Population growth rate	0%
Net migration rate	1,116

The Dubrovnik-Neretva Region is the southernmost region of the Republic of Croatia. The Region consists of two basic functional and physiognomic units: a relatively narrow longitudinal coastal area with a string of offshore islands and closer islands (most notably Korčula, Mljet, Lastovo and the Elaphiti Island group) and the area of Lower Neretva with its gravitating coastal zone. The Region is divided by the state border line with Bosnia and Herzegovina and only in the Lower Neretva Valley it has a natural connection to the inland and a junction towards the North and the Pannonian part of Croatia. The coastline is very indented and varies in type, from sheltered bays with sandy beaches of exotic beauty to the steep shoreline with cliffs facing the open sea, which makes this Region one of the most beautiful areas of the Mediterranean. The area of the



Region has all the characteristics of the Mediterranean climate with climate variations that are the result of a high mountain barrier in the vicinity of the coast, of an array of islands and the occasional continental influences.

The regional centre is the City of Dubrovnik that attracts over two million tourists yearly mainly from USA, Great Britain, Scandinavia, etc.

The tourist offer is based on luxury accommodation and services (with highest number of five stars hotels in Croatia) in rich natural and cultural heritage sites supported by gastronomy (Oyster and mussels' production in Mali Ston Bay dates to Roman times), wine production (Plavac Mali grape variety, close relative to Zinfandel, is mostly elaborated in boutique vineries of Pelješac and Korčula).

Dubrovnik Neretva Region is rich in natural and cultural heritage. There is a total of 853 protected and preventively protected immovable cultural assets in the County, of which 782 are protected and 71 are preventively protected cultural assets, nine intangible cultural assets and 4,000 recorded assets. It includes two UNESCO World Heritage Sites: City of Dubrovnik and Stećci Medieval Tombstone Graveyards. Historical-town planning ensemble of Ston with Mali STon, connecting walls, the Mali Ston Bay nature reserve, Ston Valley and the salt pans and the historic town of Korčula are on UNESCO Tentative UNESCO Heritage Site list. In addition to the rich tangible heritage and the extremely valuable, although limited, spatial resources, it is also important to highlight the importance of the intangible cultural heritage. The Festivity of Saint Blaise (Festa Svetog Vlaha), held on the occasion of the saint's holiday on the 3rd of February, has been celebrated every year since the year 972 and was inscribed in 2009 on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO. Klapa multipart singing (klapsko pjevanje), which is being nurtured not only in Dubrovnik but also alongside the entire Adriatic coast, was also inscribed onto the Representative List of the Intangible Cultural Heritage by UNESCO. The Dubrovnik dialect and the Dubrovnik-Primorje dance called linđo, were inscribed onto the National List of the Intangible Cultural Goods.

Archaeological sites, protected and recorded, are located throughout the County, at shipwrecks, piers and ports, hills and karst fields. The most important prehistoric researched locality is Big cave (Vela spilja) on the island of Korčula. In the category of cultural landscapes, only the area of the island of Daksa is legally protected. Other recorded cultural landscapes are protected by PP documentation. Given the very high cultural potential of almost the entire area of DNC, cultural landscapes are not sufficiently and adequately protected. There are



two important causes of degradation and disappearance of agrarian cultural landscapes. The first is the depopulation of rural areas and the neglect of traditional agriculture, and the second is the conversion of agricultural land into land for construction. Registered movable cultural heritage consists of objects, collections and museum material. Individual movable cultural property mostly belongs to the church inventory. The museum material is located within the museums in the cities of Dubrovnik, Korčula, Metković and Vid.



5. LIST OF ACTIONS

Action no.	Short name of the action	Detailed description of the action	Objectives that are tackled with this Action	Who is responsible for the implementation of this action	Estimation of the needed funds for the implementation	Source of potential funds	Planned start date of the action	Planned end date of the action
Action no.1	Working sessions for boosting heritage vibrancy through CCI and sustainable experiential tourism	Individual working session on creative, experiential and sustainable tourism and CCI with public sector	Increase understanding of CCI of 15 pax employees of public institutions and companies during min. 3 working sessions yearly	REGIONAL AGENCY DUNEIA: Mirela Raič	80.000 EUR staff costs 10.000 EUR external services	Technical assistance	July 2021	December 2023
Action no.2	Heritage for Dummies	Production of user-friendly manual for understanding of the heritage and its research, conservation, management and promotion	Understanding of the scope of heritage of 100 employees of the public institutions and companies	REGIONAL AGENCY DUNEIA: Olja Ljubišić	20.000 EUR staff costs 5.000 EUR for external services	Technical assistance	January 2022	December 2022
Action no.3	Strategic framework for regional smart specialization in tourism	Prepare and realize Regional Smart Action Plan for implementation of strategic framework on regional context	Provide methodology for local authority to implement smart specialization concept and test it on pilot area of Ston County	REGIONAL AGENCY DUNEIA: Franica Miloš		TAKE IT SLOW	June 2021	December 2022
Action no.4	PILOT ACTION: LIBERTAS Routes	Creation of 2 cultural routes	to develop 2 new products for young tourists	REGIONAL AGENCY DUNEIA: Mirela Raič	24.000 EUR for external services	CREATURES	June 2021	December 2022
Action no.5	SHOWCASE: Best of CCI in DNC	Presentation of 20 CCI professionals through PR efforts presentation of CCI products and services Showcase of CCI	Increase visibility of 20 CCI entrepreneurs working in DNC	REGIONAL AGENCY DUNEIA: Mirela Raič	1.000 EUR for external services	CREATURES	June 2021	December 2022
Action no.6	Ston Heritage Hub	Create sustainable management plan.	Enable 5 joint heritage-related projects between scientific, public, private	REGIONAL AGENCY DUNEIA: Franica Miloš		TAKE IT SLOW	June 2021	December 2022

Action no.7	Guidelines for increasing accessibility of heritage	Produce and present guidelines for increasing accessibility to over 20 employees of public institutions and companies involved in heritage management	sector and local community. Increased accessibility of 5 heritage elements/sites	REGIONAL AGENCY DUNEA: Franica Miloš		TAKE IT SLOW	June 2021	December 2022
Action no.8	Guidelines for social media content creation and promotion of heritage	Produce and present guidelines for social media content creation and promotion of heritage to over 20 employees of public institutions and companies	Increase the quality of the social media communication by engaging works of 50 CCIs in content creation	REGIONAL AGENCY DUNEA: Mirela Raič	20.000 EUR staff costs 5.000 EUR for external services	Technical assistance	June 2021	December 2021
Action no.9	Heritage multimedia database	Gathering and producing high quality multimedia data (photos, videos, iconography, art, music, sound, text, etc.) of heritage assets	Provide essential multimedia information about 50 heritage elements	REGIONAL AGENCY DUNEA: Mirela Raič	12.000 EUR for external services	CREATURES	June 2021	December 2022
Action no.10	Marketing plan for Adriatic tourism destination	Design and implement actions for DNC withing Marketing plan of Adriatic tourism destination	Present DNC as Adriatic destination through 5 new tourism products for new markets	REGIONAL AGENCY DUNEA: Franica Miloš		TAKE IT SLOW	June 2021	December 2022
Action no.11	Gourmet heritage vibrancy	Design and implement 10 innovative joint multisectoral projects between scientific, public, private sector and local community.	Promote 10 gourmet heritage elements	Regional Centre of Competence: Hilarija Lozančić Benić		RCK DU	June 2021	December 2023



6. MONITORING THE IMPLEMENTATION OF THE ACTIONS

OBJECTIVES	INDICATORS		TARGETED VALUE
EDUCATIONAL PROGRAMMES CREATED & REALIZED	Number of heritage-related educational and awareness raising programmes based on CCIs		3
	Number of CCI-related educational and awareness raising programs on sustainable tourism		1
	Number of training activities in topics related to contemporary tourism trends (e.g. experiential tourism, creative tourism, transformative tourism, etc.)		3
To support research, development and innovation in fields of heritage, CCI and tourism	EDUCATED PERSONS	Number of educated persons	50
		Number of educated participants in topics related to tourism	15
		Number of tourism workers trained in topics related to contemporary tourism trends (e.g. experiential tourism, creative tourism, transformative tourism, etc.)	15
		Number of tourism workers trained in experiential tourism (e.g. topics: theming, positive and negative cues in experience design, experiential souvenirs, engagement of the senses, emotional branding, etc.)	15
SCIENTIFIC FINDINGS PUBLISHED	Number of published papers, master's and doctoral dissertations related to heritage		1
	Number of published papers, master's and doctoral dissertations related to tourism		1
RESEARCH REALIZED	Number of research projects related to heritage		1
	Number of research activities using CCIs		1
	Number of CCIs used for heritage research activities		1
	Number of research projects related to tourism		1
RESEARCHERS ENGAGED	Number of researchers participating in heritage-related research activities		5
	Number of researchers participating in tourism-related research activities		5
	Number of heritage-related traditions/customs/knowledge preserved		5
	Number of digitally preserved heritage assets		5
	Number of activities of heritage digitalisation		5
SOLUTIONS FOR HERITAGE PROTECTION	Existence of CCI-related systems for heritage preservation		2
	Existence of technological solutions to decrease over-visitation and natural pressures impacting tourism		yes
To enable collaboration between scientific, public and private sector in conservation activities	Existence of CCI-related systems for environmental protection in tourism infrastructure		yes

To introduce new tools for heritage management	HUMAN RESOURCES	Availability of quality heritage management educational programmes/trainings	yes
		Skilled cultural heritage workers	5
		Number of creative and knowledge-based jobs in the heritage sector	3
		CCIs' use in enhancing the human capital on heritage	5
		Number of new CCI-related job openings	1
		Number of new CCI-related tourism job openings	1
		Use of CCI-related human resources management tools in tourism (e.g. software)	1
		Number of heritage attractions using CCIs in different aspects of cultural heritage management	10
		Share of tourists compared to other selected and relevant tourist attractions	TBC
		Number of CCIs used in audience development	3
CCI SOLUTIONS FOR MANAGEMENT	Existence of CCI-related systems for monitoring activities	yes	
	Existence of an innovative CCI-related entrance counting system	yes	
	Existence of an innovative CCI-related tourism ticketing system	yes	
	Number of uses of CCIs for smart visitor management design (e.g. design, film, architecture, publishing, ICT, etc.)	3	
	Increase and level of satisfaction of tourism visitors due to CCI-related visitor management tools	yes	
VOLUNTEERING PROGRAMMES	Use of CCIs in volunteer engagement	yes	
	Number of CCI-related volunteering programmes applied	1	
	Number of visitors to heritage sites	TBC	
To improve the accessibility of heritage (sites)	VISITORS	Number of international visitors to heritage sites	TBC
		Number of satisfied heritage visitors due to the introduction of CCI-related interpretive media	TBC
		Number of heritage visitors due to CCI intervention into heritage	TBC
		Percentage of satisfied tourists due to consumption of CCI-related products/services	TBC
		Share of satisfied tourists compared to other selected and relevant tourism attractions	TBC
		Number of aesthetic CCI interventions into heritage sites for urban/rural territorial development	5
		Level of heritage interpretation understanding/raised awareness due to the introduction of CCI-related interpretive media	yes
		Number of programs organised at heritage sites	3
		Number of innovative interpretation media using CCIs (e.g. QR codes, 3D technologies, multimedia and interactive tools, multisensory media, enhanced interpretive design, interpretive films, etc.)	3
		Number of people/groups involved	20
Enable community engagement for	PARTICIPATION	Number of local community members participating in CCI heritage-related activities (e.g., music festivals, book readings, exhibitions, film shows, etc.)	50
		Number of participants in CCI programmes/activities	50
		SMEs and start-ups	10
		Number of educated participants in topics related to heritage	30
		Number of CCI programmes/activities at a heritage site	10
		Number of local community members offered the opportunity to distribute their CCI-related products/services at a heritage site	5

heritage management and promotion	PROGRAMMES	Number of local community members' CCI-related products/services offered at a heritage site	5
		Number of local community members offered the opportunity to distribute their CCI-related tourism products/services	5
Boost creation of innovative and creative promotional content and campaigns	CCI	Number of CCI-related outreaching methods to involve local community	2
		Number of CCI-related tools for local community – tourist interaction (e.i. e-services)	2
		Number of SMEs and start-ups offering tools for local community – tourist interaction	5
		Number of SMEs and start-ups offering tools for local community – tourists interaction income	3
		Level of heritage attractiveness (e.g. use of heritage in marketing campaigns, photo shootings, film-making, etc.)	TBC
	HERITAGE PRESENCE	Cultural heritage presence in artworks, stories, films, music compositions, design, etc.	yes
		Heritage product/attraction promotional reach	TBC
		Number of CCI products promoting a heritage brand	3
	QUALITY CONTENT	Use of CCIs in experiential branding and market reach	3
		Number of CCIs used in tourism brand design	3
		Number of new/enhanced tourism promotional campaigns using CCIs	1
		Number of CCIs used in new tourist markets reach and development	2
		Number of CCI products promoting a tourism brand	5
Number of new storytellers		5	
Number of media engaged		20	
International branding of national heritage		1	
Number of CCIs used for achieving heritage vibrancy		5	
Number of enhanced heritage-related services due to CCI intervention (e.g., technology-based educational tours, digitisation for scientific purposes)		2	
HERITAGE-RELATED	Number of companies with new heritage-related CCI products	5	
	Number of CCI entrepreneurs/enterprises using heritage infrastructure, equipment and interpretation tools in their business operations (e.g., for advertising, film-making, video-clips and music recordings, space rentals, etc.)	5	
	Number of artists and CCI workers using heritage infrastructure for cultural creation	5	
	Number of new/enhanced CCI products/services related to CH (e.g., films, books, designs, musical pieces, etc.)	5	
	Number of CCI-related innovations in the heritage sector	5	
	Number of operational CCI entrepreneurs/enterprises working in tourism in a 5-year span	5	
	Number of CCIs used in the construction/enhancement of tourism buildings (e.g., architecture, design, music, visual arts, ICT, etc.)	5	
	Number of local CCI SMEs/start-ups engaged in the construction/enhancement of tourism buildings	5	
	Number of artworks, stories, films, music compositions, design, etc. used as a basis for tourism programs	5	
	Number of new/enhanced CCI products/services related to tourism (e.g., films, books, designs, musical pieces, creative gastronomy, cultural tourism routes, experiences, etc.)	5	
Support creation of new heritage-based products and services	TOURISM-RELATED	Number of local CCI SMEs/start-ups engaged in the construction/enhancement of tourism buildings	5
		Number of artworks, stories, films, music compositions, design, etc. used as a basis for tourism programs	5
		Number of new/enhanced CCI products/services related to tourism (e.g., films, books, designs, musical pieces, creative gastronomy, cultural tourism routes, experiences, etc.)	5
		Number of operational CCI entrepreneurs/enterprises working in tourism in a 5-year span	5
		Number of CCIs used in the construction/enhancement of tourism buildings (e.g., architecture, design, music, visual arts, ICT, etc.)	5
	HERITAGE-RELATED	Number of artists and CCI workers using heritage infrastructure for cultural creation	5
		Number of new/enhanced CCI products/services related to CH (e.g., films, books, designs, musical pieces, etc.)	5
		Number of CCI-related innovations in the heritage sector	5
		Number of operational CCI entrepreneurs/enterprises working in tourism in a 5-year span	5
		Number of CCIs used in the construction/enhancement of tourism buildings (e.g., architecture, design, music, visual arts, ICT, etc.)	5

	Number of CCI-related experiential tourism products/services sold/used	5
	Number of CCI-related tourism products/services sold/used	5
	Number of technology-related enhancements of tourism products/services (e.g., IoT-based hotel services, experiences, multisensory products, etc.)	5
	Number of tourism programs using CCI-related programmes/activities	5
	Number of tourists participating in/consuming CCI tourism-related activities (e.g., music festivals, exhibitions, performing arts shows, cultural tourism routes etc.)	5
	Number of tourists in CCI-related programmes/activities	TBC
	Number of young tourists using CCI-related tourism products/services	TBC
	Increase in CCI SMEs and start-ups income in a 5-year span	TBC
CCI BUSINESS		

7. RISK MANAGEMENT OF THE ACTIONS

Risk no.	Name of the potential risk	Description of the potential risk	Probability of this risk (from 1 – low to 3 high)	Impact on the Action (from 1 – low to 3 high)	Mitigation plan. what do you plan to do, to avoid this risk to happen	Who is responsible for the Mitigation activities	Contingency plan. What do you plan to do if the risk happens to lower the damage	Who is responsible for the contingency activities
Risk no. 1 (A1)	Lack of motivation of employees of public institutions and companies to participate	Due to somewhere poor practical collaboration or organizations' level, it is possible for the employees of the public institutions and companies to be reserved in participating in activities, especially when dealing with new topics and work approaches.	3	2	Organize small poll to find most motivated employees and work with them first.	REGIONAL AGENCY DUNECA: Mirela Raič	Be flexible with the methodology and find most impactful approach to engage employees. If necessary, change participants.	REGIONAL AGENCY DUNECA: Franica Miloš
Risk no. 2 (A2)	Low production value	Due to the potential lack of time and funds for high quality production, the usability of the publication can be significantly compromised.	3	3	Engage team of experts within the organization (Franica Miloš, Mirela Raič, Iva Pozniak). Ensure enough time for preparation of the quality content.	REGIONAL AGENCY DUNECA: Olja Ljubišić	Ensure additional funds for production.	REGIONAL AGENCY DUNECA: Melanija Milić

Risk no. 3 (A3)	Low quality of the implementation of the regional smart action plan	Strategic and operational documents tend to be administrative rather than implementation-oriented acts.	3	3	3	Appoint responsible persons within the organization for specific action.	REGIONAL AGENCY DUNEVA: Franica Miloš	Create efficient monitoring scheme and provide specialized support to persons responsible for implementation.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 4 (A4)	Produce large amount of multimedia data/content	Route may include large number of posts and it's necessary to provide multimedia information on all.	3	3	2	Create three stage plan for introduction of the new posts and ensuring it's descriptive multimedia content.	REGIONAL AGENCY DUNEVA: Mirela Raič	Ensure additional funds for production of new multimedia content.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 5 (A5)	Low production value	Due to the potential lack of time and funds for high quality production, the impact of the promotional activities can be significantly compromised.	3	3	3	Create functional and appealing template for the presentation. Engage team of experts within the organization (Franica Miloš, Mirela Raič, Iva Pozniak). Ensure enough time for preparation of the quality content.	REGIONAL AGENCY DUNEVA: Mirela Raič	Ensure additional funds for production.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 6 (A6)	Lack of understanding of the importance of quality programmes for the HUB	Due to the lack of experience in supporting multisectoral joint projects between scientific, public, private sector and local community, especially when dealing with new topics and methodologies, employees of the public institutions and companies may not be aware of the importance of the programmes for the sustainability of the HUB.	3	3	3	Engage team of experts within the organization (Franica Miloš, Mirela Raič, Iva Pozniak) to provide specialized support to persons responsible for implementation.	REGIONAL AGENCY DUNEVA: Franica Miloš	Ensure additional funds or human resources for the design, development and/or implementation of the programmes.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 7 (A7)	Low production value	Due to the potential lack of time and funds for high quality production, the usability of the publication can be significantly compromised.	3	3	3	Engage team of experts within the organization (Mirela Raič, Olja Ljubišić). Ensure enough time for preparation of the quality content.	REGIONAL AGENCY DUNEVA: Franica Miloš	Ensure additional funds for production.	REGIONAL AGENCY DUNEVA: Melanija Milić

Risk no. 8 (A8)	Low production value	Due to the potential lack of time and funds for high quality production, the the usability of the publication can be significantly compromised.	3	3	Engage team of experts within the organization (Franica Miloš, Olja Ljubišić). Ensure enough time for preparation of the quality content.	REGIONAL AGENCY DUNEVA: Mirela Raič	Ensure additional funds for production.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 9 (A9)	Low production value	Due to the potential lack of time and funds for high quality production, the the usability of the publication can be significantly compromised.	3	3	Engage team of experts within the organization (Franica Miloš, Olja Ljubišić). Ensure enough time for preparation of the quality content.	REGIONAL AGENCY DUNEVA: Mirela Raič	Ensure additional funds for production.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 10 (A10)	Lack of coordination with the regional tourist board	Due to the lack of experience in implementation of the multisectoral joint projects between scientific, public, private sector and local community, especially when dealing with new topics and methodologies, public institutions and companies may not be aware of the importance of the joint approach and coordination.	3	3	Appoint responsible persons within the organization for specific action.	REGIONAL AGENCY DUNEVA: Franica Miloš	Create efficient monitoring scheme and provide specialized support to persons responsible for implementation.	REGIONAL AGENCY DUNEVA: Melanija Milić
Risk no. 11 (A11)	Lack of understanding of the importance of the joint projects	Due to the lack of experience in supporting multisectoral joint projects between scientific, public, private sector and local community, especially when dealing with new topics and methodologies, public institutions and companies may not be aware of the importance of the active engagement in joint projects.	3	3	Provide support in planning of the joint projects to person in charge of the organization.	REGIONAL AGENCY DUNEVA: Franica Miloš	Engage team of experts within the organization (Franica Miloš, Mirela Raič, Iva Pozniak) to provide specialized support to persons responsible for implementation.	REGIONAL AGENCY DUNEVA: Melanija Milić



Milić