4. Work Plan

4.1 WP 0 - Project Preparation

WP responsible Beneficiary Regione Molise - Dipartimento Cooperazione e

Description

The goals were to verify the objectives of each partner, to define in real terms the operating methods and to share decisions and harmonize the areas of interest.
Furthermore, project phases were determined and all operations to be implemented in the project were identified and prepared for. Operations to be implemented:
- Assistance to the project management team;
- Harmonization of activities, languages and contents of the different proposals;
- Co-ordination of the activities described in the partner's proposals through the implementation of specific meetings and control of the deliverables of each partner;
- Controllo dell'avanzamento della bozza generale con segnalazione delle criticità;
- Control over work progress of the project draft reporting where, and if, problems arise;
- Planning and organization of meetings;
- Report editing, summaries and information notes for the sole use of partners;

act 0.1

starting month		ending month	
03	2009	10	2009

description	role of each Beneficiary	geographical location (if relevant)	total amount
The project partners have taken part in the meetings and with implementations by e-mail. Meetings arranged between partners in Pescara (Abruzzo) and in Ancona. Analysis. Assessment of territory needs. Proposal.	Coordination by the LB. Organization of logistic issues of the mission. Telephone contacts.The project partners have taken part to the meeting. Recognition and Analysis of local situations. Assessment of territory needs explained. Verification of proposed measures. Examination of operating strategies.	Pescara and Ancona	5.335,00 EUR

act 0.2	starting month		ending month				
	03	2009	10	2009			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Elaboration of project drafts; Translations.				Coordination by the LB. Project summary. Implementation of descriptions by partners, agreement on detail operating aspects. Planning the schedule. Definition of roles, budget and distribution of tasks. Translation of the proposal. Use of the Internet and telephone for exchanging data.	LB (Molise Region) Location	8.000,00 EUR

act 0.3	starting month		ending month				
	description				role of each Beneficiary	geographical location (if relevant)	total amount
							0,00 EUR

act 0.4	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 0.5	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

13.335,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Lead Beneficiary	Organization of meetings	N.	One Month before the first meeting
Partnership	Dossier and preliminary documentation about project-programme activities	Report	
Partnership	Project drafts	N.	
Partnership	Proposal of a project shared with the partnership, with the precise distribution of phase tasks and allocation of the necessary resources for each partner	N.	
Partnership	Final translation of the project proposal	N.	29/10/2009

4.2 WP1 - Crossborder Project Management and Coordination

WP responsible Beneficiary Regione Molise - Dipartimento Cooperazione e

Description

The first phase will be dedicated to the formation of the strategic operating team (Steering Committee) that will include the participation of at least one member of each of the project partners. A Project Manager will be nominated, and this will have the role, together with the Lead Partner, of co-coordinating all project activities. The PM will also have to individualize the financial indicators and will, then, be responsible for their verification during the whole work progress.Furthermore, the PM is responsible for all the activities carried out by the different work groups (organized according to theme, for example: research, marketing, information diffusion, etc.) that will be formed specifically for the development of the WPs in operation. These work groups will call for the participation of at least one operating member of each partner who will take part in the activity with the responsibility of developing the specific WP within the time frame, with the resources and with the methods previously agreed upon.
For the management of the WPs these tools will be used: -a remote communication system; -a project specific website; -one management and administration sy
-a monitoring system for the WPs work in progress; An external evaluation specialist will be in charge of evaluating the project quality level.
Evaluation indicators will be defined at the initial phase.

act 1.1

starting month		ending month	
03	2010	12	2012

description	role of each Beneficiary	geographical location (if relevant)	total amount
Organization of the Project management in two different sectors: one administered by the Steering Committee, the other with the operating work groups. Administration and secretarial activities are carried out by the partners' own staff. Nomination of a Project Manager and of an External Evaluator; Management reports by the PM.	Each partner will nominate a strategic overseer. A general Coordinator and one external evaluator nominated by LB. Meetings schedule is agreed between all partners in the project.	All the areas of interest of the partners	190.900,00 EUR

act 1.2	starting month		ending month				
	03	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Coordination meetings called by Steering Committee (at least 10 meetings); Meeting reports; Activity/operations meetings as required by the project plan (at least 10 meetings).				All the partners participate; a manager of the Lead Partner is in charge of the coordination. Operational and administrative support in the organization of the Steering Committee meetings and technical encounters. The secretarial staff of the partners will take care of the logistics and technical aspects of the meetings accordingly to the PM guidelines. All partners draft summary reports in English and in their national languages.	All the areas of interest of the partners	289.900,00 EUR

act 1.3	starting month		ending month				
	03	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Internal communication system based on Internet and Skype; A database of the information is created to grant their fruition. The communication system envisages the use of a Web space for the information portal.				Active participation to the data transfer and information sharing activities of each partner	All the areas of interest of the partners	6.200,00 EUR

act 1.4	**starting month** 03 2010	**ending month** 12 2012			
	description		**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
	Operations of the external evaluator; Definition of the evaluation indicators; Evaluation activity; Intermediate progress reports and final report.		A quality control of the project is foreseen that must be implemented from outside the workgroup. The evaluation will employ the "logic map" method and is based on the indicators defined within the project. The time frame and the correlation between the objectives and their results will be checked periodically.	All the areas of interest of the partners	41.500,00 EUR
act 1.5	**starting month** 03 2010	**ending month** 12 2012			
	description		**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
	Financial administration and relation keeping with the Program Authority.		The Lead Beneficiary manages relations with the AG. In its turn, it manages relations with all Partners beneficiaries.	All the areas of interest of the partners	250.600,00 EUR
					779.100,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Lead Beneficiary - Partnership	Establishment of a Steering Committee. Appointment of a Project Manager (PM).	Report	Within 2 months from the start.
Lead Beneficiary - Partnership	Action plan with the identification of tool methodology, sector and key stakeholder to be involved in each Country or Region of the partnership.	Report	Within 2 months from the start.
Partnership	Plan for the allocation of tasks to each partner.	Plan	Within 2 months from the start.
Partnership	Communication and information management protocol	Protocol	Within 2 months from the start.
Partnership	Implementation of an internal communication system as a base for the reporting internal structure. Construction of a dedicated Internet space.	Report	Within 2 months from the start.
Lead Beneficiary - Partnership	Ex ante assessment plan. For this activity, intermediate and final reports are written about the assessment process.	Report	Within 2 months from the start.
Lead Beneficiary	Participation in meetings with the IPA Programme Management authority.	N.	

	qualitative and quantitative description of the results		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Lead Beneficiary - Partnership	Sharing the project work plan and project organization and managerial procedures with the whole work group. Setting-up the project technical-operating Management.	Report	3 months after the start.
Lead Beneficiary - Partnership	Implement the project technical-operating management.	Report	34 months
Lead Beneficiary - Partnership	Validation of project activities and methodologies used and the various intermediate products developed in the phases defined.	N. Ev.Report	Various phases. 3-12-24-30 months after the

4.3 WP2 - Communication and dissemination

WP responsible Beneficiary INFORMEST (Service and Documentation Centre for

Description

A plan to diffuse the results of the project shall be defined.
The target of the action is to promote, to all levels of the cooperation among the countries favouring the knowledge economy and the promotion of local services. The divulgation intents to sensitize and inform the regional policymakers regarding the opportunities offered by the territories of local and territorial development. The involvement of the stakeholders and of policymakers will be guaranteed by the organization of bilateral meetings among the partners of the project and the local territorial authorities involved, the associations, etc….focusing on the analysis of the work progress of the project, on the potentials, and above all, on the possibilities to consolidate the activities in the phase of realization and /or realized beyond the term of project.
The experience of every subject will have a particular significance for the exchange and the sharing of methodologies, policies, operations and which ever instrument useful for the valorization of the culture and the traditions of the target territories.
Some activities are carried out in collaboration with regional entities of the organization of the partnership in order to sensitize the policy makers to the adoption in favour of the sector and geared to guarantee the full accessibility to the transnational CEVT.
The activities are coordinated by the LB.

act 2.1

starting month		ending month	
03	2010	12	2012

description	role of each Beneficiary	geographical location (if relevant)	total amount
Sharing project activities and results with the reference networks of the various partners by means of the Organization of Technical Seminars locally and the organization of 6 Seminars/Workshops about the optimization of project activities.	LB – coordinates marketing/promocommunication activities. -develops copy activities for institutional communication. -plans and organizes communication, Each partner organizes meetings with policy makers, Associations of tourist entrepreneurs.	Trieste/Pirano Split Termoli Budvar and other places, individuated during the project realisation.	51.000,00 EUR

act 2.2	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
	03 2010	12 2012	Organization and realization of a final convention where the project results will be illustrated and the marketing plan adopted highlighted to promote the initiative. The convention will be addressed to the professionals of the sector, to the public institutions, both local and national and to the press and media, local, national and international. Other joint promotional initiatives are planned.	Marche Region organize the final convention, in collaboration with others partners' project for the involving a wide set of subjects.	Ravenna -Emilia Romagna Region - B9 location	93.700,00 EUR

act 2.3	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
	03 2010	12 2012	Dissemination activities by means of: - Development of general promo-communication activities; - Organization of press conferences about the optimization of the project within the framework of the National Conference during the meetings reported in WP1. - Graphic preparation of the project logo and communication layout. - Production of radio and TV advertising messages. - Drafting of press articles. - Participation/Communication within the framework of partners' institutional bodies.	Everyone participates by means of the Informest (B2) coordination.	target area	73.000,00 EUR

act 2.4	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						64.465,00 EUR
act 2.5	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						15.000,00 EUR
						297.165,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership	Dissemination/promotion activities: Organization of workshops 6; Organization of a final conference; Organization of a press conference;	N.	Whole project duration
Partnership	Graphic preparation of the project logo and communication layout Organization of meetings; Press articles; Drafting of articles in newspapers and specialized	N.	Whole project duration

	qualitative and quantitative description of the results		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Lead Beneficiary - Partnership	Widespread sharing of activities and expected, intermediate and final results of the project. The reference framework is the IPA programme area.	Report	Whole project duration
Lead Beneficiary - Partnership	Communication and information transfer of the intervention model on the territory defined together with other target groups, in other production/territorial contexts.	Report	24 months after the start.

4.4 WP3 - Analysis: Specification of locations with strong tourist appeal in the proposed Cross-border Tourist Network.

WP responsible Beneficiary Marittime Museum of Pirano

Description

Verify the elements of cultural/environmental heritage through a specific analysis of the information available from each partner so as to locate specific areas with strong tourist appeal. The research aims to identify the essential elements and resources available to be able to structure the thematic contours present in the target territories. The output of this phase foresees the location of centres with strong tourist appeal centres (CEVT) that will become part of the Cross-border Tourist Network. The aim is to try to go beyond the concept of territorial promotion based on specific themes, to enhance, instead, within a cross – border point of view, the coordination of promotional initiatives regarding the different territories improving and strengthening the collaboration between public and private sectors

The research verifies: - The sustainable level of fruition of the cultural/environmental heritage within the CEVT of the to be-constituted Cross-border Tourist Network, with special attention to providing access for disabled people; - nr. of associations/actors that pursue the same promotional activities; - The totality of means of coordination, of communication and of marketing activities geared towards the promotion of local resources;

- Determine the target markets of the promotional joint cross-national initiatives; - Determine the common promotional methods based on means that are most likely to preserve the territory (Certifications, PDO Products etc)

act 3.1

starting month		ending month	
04	2010	05	2010

description	role of each Beneficiary	geographical location (if relevant)	total amount
Realization of specific data index cards for the territory investigation (CEVT) according to the international scientific literature for research and cataloguing of tourism information, documented together with bibliography. (see Tourist Thesaurus). The cards, filed according to the shared cataloguing standards, are a useful source of information for worldwide tourism advertisement and publications using methods/criteria adopted by OMT and Eurostat. The data cards contain information catalogued according to subject matter with a section dedicated to the facilities for the disabled . The index cards allow a standardization of information.	All the partners participate.	Target area	57.400,00 EUR

act 3.2	starting month		ending month				
	05	2010	12	2010			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	General survey on the CEVT: Elaboration of a matrix analysis and georeferencing of the information. Objective: to obtain the most objective evaluation of the local identities and to widen the knowledge about them. The survey will be conducted in the partnership territories through the examination of the information available and of that collected through the existing tourist services in the territory. Sites of interest: cultural, artistic, tourist, historic, environmental, food-and-wine and more are identified. Collected information includes: theatre events, artists' houses, fairs, feasts, historical pageants, arts and music; The initiatives/itineraries are classified both on the basis of local information and on the CEVT analysis				All the partners participate.	Target area	68.700,00 EUR

act 3.3	starting month		ending month				
	04	2010	12	2010			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Specific Research: historical villages on Island of Hvar. Development of an in-depth research on the historical and artistic heritage of some villages located in the hinterland of the Hvar Isle where houses are made of stone. Data will be gathered concerning the building methods used over the different ages and in the territories analysed. This action aims to bring back to life and discover the historical buildings within the context of a general theme proposing tours in the past by means of present traces. Connection tours are expected to be created based on the other resources of the territories concerned and on the nearby landscapes.				B10 will be fully responsible for this activity.	Splitsko-dalmatinska County	70.700,00 EUR

act 3.4	starting month		ending month				
	05	2010	12	2010			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Specific Research: Art–Artists' Houses, historic theatres, museums, monuments and works of art. They are sites open to the public and are considered special points of interest in the projected itineraries; they are strong testimony to the historical/cultural matrix whose significance prevails even today. These artists' houses will be therefore linked to other significant sites and to all the other local traditions including the wine and food heritage. The goal is to revitalize and also to discover works of art, and to valorize the important contributions of famous personalities to Italian and European History. The objective is to provide at least one itinerary per partner in order to connect the Artists' Houses				B8 will be fully responsible for this activity.	Marche County –Italy	69.000,00 EUR

act 3.5	starting month		ending month				
	05	2010	12	2010			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Specific Research Tourism Information dedicated to this type of tourism which is in continuous growth and evolution and focuses on the natural environment with itineraries that take advantage of local nature paths and scenery. Information collected serves to both revitalize the local economy and to discover and exploit the authentic flavours of the various territories. Local producers including farmers and artisans whose products are fruits of their art and heritage, are helping to keep alive the traditions that are unfortunately in danger of being lost in Adriatic territories.				All the partners participate.	Target area	60.000,00 EUR
							325.800,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership and B12 in particular	Specific Research on: Artists' Houses, historic theatres, museums, monuments and works of art. Artists' Houses, historic theatres, museums, monuments and works of art	n. Report	Within 10 months from the start.
Partnership and B10 in particular	Specific Research on: historic villages on Island of Hvar. Prepared documentation necessary for renovation of public infrastructure and objects in little villages of Hvar	n. Report	Within 10 months from the start.
Partnership	Thesaurus – Data index cards of CEVT	Data index cards	Within 10 months from the start.
Partnership	Data cards. These contain information catalogued according to subject matter with a section dedicated to the facilities for the disabled .	n. Report	Within 10 months from the start.
Partnership	Specific Research: Tourism: It is the objective to provide at least 20 thematic-naturalistic–architectural itineraries and to organize 5 events (theme days, exhibitions, art and craft displays, etc.) which emphasize	n. Report	Within 10 months from the start.

	qualitative and quantitative description of the results		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership	Individualization of the characteristics for the constitution of CEVT. They provide an integrated and articulated offer of sites, cultural and environmental heritage	Report	Within 10 months from the start.
Partnership and B10 in particular	Revitalized infrastructure as precondition of and tourist development and income generating historical villages.	Report	Within 10 months from the start.
Partnership	To support rural tourism development based on natural and cultural heritage of Mediterranean basin trough model of historical villages.	Report	Within 10 months from the start.
Partnership	Improved professional capacities and coordination for development of ethno-eco villages of inhabitants, local entrepreneurs and local governments	Report	Within 10 months from the start.
		Report	
Partnership	Research on Tourism itineraries to support initiative on tourism with specific information dedicated to this multi-type of tourism which is in continuous growth and focuses on the natural environment with	Report	Within 10 months from the start.
Partnership	In-depth knowledge of the historical-cultural features essential to enhance all of the local resources. The interrelationships between partners allow to bring about dedicated interventions aiming to	Report	Within 10 months from the start.

4.5 WP4 - Analysis and Systematizing of Information

WP responsible Beneficiary Veneto Region - Tourism Department

Description

The information is collected on the base of the standards defined in WP 3.1.1 and from the Thesaurus. It will be organized into different categories as established by the Steering C. with a section dedicated to: sites of interest, local resources, Certifications mentioned in WP 3, the descriptions of CEVTs, and a special section dedicated to local topics of interest.

The analysis phase allows for the specification of the itineraries and of everything else significant to the cross- border system of CEVTs. The cataloguing is final when the potential proposals of accessibility to the sites and connections for the disabled are verified.

The cataloguing is organized in a flexible data-base form, an open source that connects the partners, and can be up-dated regularly.

This data-base will be an indispensible research tool for all the tourist operators within the Adriatic territory and will aid in the realization of new and attractive proposals for CEVTs. The data-base will also constitute a platform to facilitate activities for an accurate coordination of the initiatives and to provide continuity and a common thread to the various promotional and informative activities geared to making the itineraries homogeneous and easily recognizable within the pro

act 4.1

starting month		ending month	
07	2010	12	2010

description	role of each Beneficiary	geographical location (if relevant)	total amount
Adoption of strategies for the promotion of the development of a new project data-base and interoperability among existing data-bases. The system is developed in synergy with other local operating actors using Internet and the information technology based on open platforms independent.	All partners participate.	Target area	32.700,00 EUR

act 4.2	starting month		ending month				
	07	2010	07	2011			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Organization of the information on the data index cards (definition of significant metadata) for the realization of a catalogue and for its diffusion via-Internet. Informative services on CEVT are defined and can be visited on line. The cataloguing of the information is implemented according to the identified needs and expectations of the local actors revealed during the listening activities and benchmarking.				All partners participate.	Target area	44.650,00 EUR

act 4.3	starting month		ending month				
	07	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Exploiting of displayed data on the Sw platforms with modalities to facilitate marketing plans aimed at promoting the images and the cross-border partnership.				All partners participate.	Target area	72.750,00 EUR

act 4.4	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 4.5	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR
						150.100,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership	Study and Analysis. The research allows for the specification of the itineraries	Report	
Partnership	The cataloguing is organized in a flexible data-base	Data base	

qualitative and quantitative description of the results

Beneficiary/ies	description	target value	date of delivering
Partnership	Building of innovative touristic-products with verified exited information. The cataloguing is final when the potential proposals of accessibility to the sites and connections for the disabled are verified	Report	within 30 months from start of project

4.6 WP5 - Promotion – special projects.

WP responsible Beneficiary Regional development agency of Split-Dalmatia County

Description

The promotion of the Local Tourist System/Cross-border tourist network allows a planning of shared work strategies and is aimed at the promotion of entire territories. This WP intends to programme the guidelines for the tourist development of the area, coordinating the strategies and the activities of the different local territorial actors involved, implementing some experimental activities such as propaedeutical methods to qualify tourist services with the goal to enhance new aggregation processes and marketing integration.The transformation of cultural excellences in touristic system is the final aim.
The interventions are aimed to be supportive of local initiatives geared to:
• recovering some buildings on Hvar's Island
- theatre and museum promotion
• support the technological innovation of the tourist information and hospitality centres.
• promote on-line marketing and the relative commercialization of typical tourist products.
• Facilitate the accessibility to the disabled.

act 5.1

starting month		ending month	
03	2010	12	2012

description	role of each Beneficiary	geographical location (if relevant)	total amount
Local Projects: - Walled CitiesTouristic rivitalisation of Hvar's Island - Artists' Houses - Theatres/Museum - Tourist rivitalisation of Hvar's Island - Gabrielli Palace of Piran	All the partners participate	target area	773.200,00 EUR

act 5.2	starting month		ending month				
	03	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Establishment of public Internet points with wi-fi connection (with hot-spots) in the historic centres of towns.. The services give the possibility even in small towns to avail themselves of the Integrated Information Systems which allow Internet connections and hence the fruition of the information available in each LTSs.				All the partners participeate except B5,B8, B10 e B12	target area	199.800,00 EUR

act 5.3	starting month		ending month				
	03	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Establishment of “speaking” monuments with the use of panels, bluetooth, and RFID connected to contact centre services and the use of interactive multimedial guides of the local museums system, connected through the Adriatic network of the project. For example, the historical buildings will be transformed in cultural tourism centres by cross-border cultural activities of the Adriatic circuit. The illustrative panels of the single monuments/buildings/significant sites are combined with new multimedial multichannel communication methods.				All the partners participate	target area	221.500,00 EUR

act 5.4	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 5.5	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

1.194.500,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
PB 10 will be fully responsible for this	Pilot project of historical Villages Model on Island of Hvar	N.	within the end of project
PB 12 will be fully responsible for this	Pilot project of historical Villages Model	N.	within the end of project
Partnership	New Information Services for Tourist Board, Agency and Public Adminstration	Report	within the end of project

qualitative and quantitative description of the results

Beneficiary/ies	description	target value	date of delivering
Partnership	To strengthen and to valorize the local resources in order to promote an integrated tourist offer common for the entire Adriatic area	Survey Report	within the end of project
Partnership	Increase the new services and information related to the whole territory CEVTs	Survey Report	within the end of project

4.7 WP6 - Benchmarking activities

WP responsible Beneficiary Marche Region

Description

The need for the local partners of the CEVTs/Cross Border Tourist network to analyze together all the elements and the artistic-cultural resources of the sites and to make choices of promotional strategies suggests the individualizing and the use of specific working methods. The need is for benchmarking activities to be implemented during the entire period of information gathering and which at the same time necessitates improvement of the matrix analysis and wider-spread information gathering through technical meetings in both the Italian and Balkan territories and with administrators and local technicians. The technical operators participating in the meetings at a local level define the information on CEVTs/NTT in a more structured format in order to not only collect useful information at the marketing and promotional stage but to define the composition of the information to be circulated. The goal of benchmarking activities is to encourage an increase in the number of actors involved in the initiative and to give solidity to the continual development of the project.

act 6.1

starting month		ending month	
03	2010	10	2012

description	role of each Beneficiary	geographical location (if relevant)	total amount
Involvement of local institutions and stakeholders, benchmarking strategies. Start-up of discussions about local resources, fruition of the territories, respecting the local laws. Drawing attention to the problem of access to the disabled and evaluation of the services dedicated to this category with quality control of the existing facilities.Trade association, enviromentalist associations, touring-cyclists associations as well as entrepreneurs are involved for a collected visions of the territory.Meetings with administrators and operators will be planed.Implementation of training activities for local operators. Definition of a training project with four 3-day workshops in the target area.	all the partners participate	Pescara, Budvar, Trieste Pirano Split and other indivdued during project's realization	118.900,00 EUR

act 6.2	starting month		ending month				
	03	2010	10	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Evaluation of the assessment criteria defined in the WP 3.1 for the individualization of the information regarding every single CEVTs. Case Analysis will be realized finalized to individualize the experiences of excellence in tourism service. Development of the tourism approach systems, consolidation and preparation to the phasing out				all the partners participate	Target Area	27.500,00 EUR

act 6.3	starting month		ending month				
	03	2010	10	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Definition of agreements for the adoption of local implementation strategies regarding the receptivity and increased benefits of, and the accessibility to, the CEVTs areas.				all the partners participate	Target Area	29.000,00 EUR

act 6.4	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 6.5	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR
						175.400,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership	Stakeholders involve in the project and benchmarking strategies	n.	
Partnership	Case Analysis will be realized	n.	
Partnership	n. 3 technical meetings in both the Italian and Balkan territories with administrators and local technicians will be planed.	n.	
Partnership	Information material will be produced and then distributed at each meeting.	Report	

qualitative and quantitative description of the results			
Beneficiary/ies	**description**	**target value**	**date of delivering**

4.8 WP7 - Marketing - LTS Promotion

WP responsible Beneficiary Abruzzo Region - Department of Tourism Development

Description

The goal is to create an efficient marketing strategy capable of maximizing the divulgation of the cooperation established among the territories of the partner countries for the LTS areas. The operations necessitate the elaboration of a marketing plan that foresees the organization/participation, at least 10 events of national/international scope (such as Ecotur, etc.) with the involvement of media and professionals in the tourism sector.
The utilization of the environment is provided to the tourist through the realization of new multi-thematic packs that range from art to history to spirituality which will also assure, at the end of the project, a continuity in the valorization of the territories. The main approach will be to involve the media and important newspapers of different countries for whom information seminars and workshops. have been organized (events will be arranged with the representation of the most important institutions of the areas such as representatives of the Ministry of Tourism, Regional Assessor of the specific sector, Tourist Consortia). Info-points will be on hand specially dedicated to the host territory/country/region of the event in order for the media and sector professionals to focus on a particular be the opportunity to avail oneself of published articles and press releases on websites and in prestigious magazines aimed at the tourist-cultural sector.

act 7.1

starting month		ending month	
05	2010	12	2012

description	role of each Beneficiary	geographical location (if relevant)	total amount
Organization and realization of a marketing plan. The Plan foresees the organization of marketing actions on cross-border territory, contact with Media, participation at relevant events Organization and realization of No._10_events to start the project and present it to local institutions, representatives of institutions and Public Boards committed to the preservation of the historic and cultural heritage of the project's target territory. Organization of 6 touring events every 6 months in the territory with wide-spread promotional activities sensitizing the policymakers to the initiatives and creating activities to enhance the value of the territory.	all the partners participate	Piran, Split, Lezha, Campobasso, Pescara, Castel di Lama, Ravenna, Cittadella, Trieste, Mostar	303.000,00 EUR

act 7.2	starting month		ending month				
	05	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Activation and implementation of a specific website on a domain of one of the partners. (define which one….) to allow the transmission and diffusion of the information from the first phase of work of the partnership, by means of the realization of specific pages that will remain active throughout the project and even at its conclusion.				all the partners participate		88.500,00 EUR

act 7.3	starting month		ending month				
	05	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Production of 45,000 edited and printed multilingual materials and about 1000 brochures to be distributed at fairs and workshops where possible, providing tourist and cultural information of the target areas. Agreements with local accommodation facilities, restaurants, tour guides and general transport; Creation of useful tools to highlight the areas of interest e.g. itinerary signs, poster advertising, etc.) Realization of flyers for territorial promotion to use in the different marketing operations and for the diffusion of the results (PDF on line version available to be downloaded, brochures, etc…); Promotional articles for the Press.				all the partners participate	Target Areas	211.400,00 EUR

act 7.4	starting month		ending month				
	11	2010	12	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Educational and media marketing and Road-show actions planned. The organisation of the educational tour is fundamental for the contribution to tourism enhancement in the target territories, because the participating tourist operators will directly convey in their own tourist market the offers and peculiar natural and landscape features of CEVTs areas. The organisation of road-show events will encounter the need of connecting the different CEVTs areas.				all the partners participate	Target Areas	265.550,00 EUR

act 7.5	starting month		ending month				
	description				role of each Beneficiary	geographical location (if relevant)	total amount
							0,00 EUR

868.450,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership	Marketing plan to address cross border territory	n.	during the project realisation
Partnership	Organization of 6 touring events; Organization of events with specific tourism-press Agencies; Participation in marketing events; Drafting of articles to be printed in newspapers and specialized journals.	n.	during the project realisation
Partnership	Educational and media marketing and Road-show actions Organisation of guided tours, meetings with policymakers and operators, interpreting services, related press conferences.	n.	during the project realisation

qualitative and quantitative description of the results

Beneficiary/ies	description	target value	date of delivering
Partnership	Involvement of a vast n. of operators and local entrepreneurs allows a close adherence to tourist market trends by proposing specialised tourist products because of their rarity and of their strong	N. operato r	during the project realisation
Partnership	The results allow to meet local tourist markets as well as mid-range and long-range international markets.	Report	during the project realisation

4.9 WP8 - Definition of an cross border cooperation agreement for the establishment of a partnership for the development of Local Tourist Systems.

WP responsible Beneficiary Culture Minister MNG

Description

The target is to go beyond the Network concept, which is still a non-defined entity based on shared activities of short-term periods and create a solid interest in the development of the cross-border territories tourist systems, at times, not very well known, which represent a historic and cultural heritage of excellence. The definition an a Memorandum of Intent for the constitution of a GECT pursue the target mentioned above. The UE Reg. 1082/08 foresees its establishment and its targets conceived to facilitate and promote the cross-border, trans-national or interregional cooperation. This reality, supported by the partnership, has the opportunity to realize an entity capable of operating with different persuasive methods towards the stakeholders and therefore realizing a variety of activities giving a concrete continuity to the project proposed. The valorization/promotion of CEVTs could be implemented by GECT in coordination with other active economic entities on a interregional basis correctly implementing the European Goteborg and Lisbon Agreements. We intent to realize a shared image that can characterize the project and be the first “business card” which introduce the objectives of the project, and furthermore, intents to give the opportunity to the pote

act 8.1

starting month		ending month	
04	2010	04	2012

description	role of each Beneficiary	geographical location (if relevant)	total amount
Assessment of items making up the GECT. Analysis of legal issues. Verification of statutory items of each single partner and compliance with European Regulation 1082/2006. Verifications include an analysis of the degree of influence over target territories, compatibility of measures and tasks and normative forms for managing tasks. The following items are also assessed: objectives, tasks, duration and winding-up methods, laws applicable, mutual recognition (and financial control) methods. A draft charter and Convention is prepared in order to be examined by the decision-making bodies of each partner at a later stage.	all the partners participate with coordination of B14	Target Area	37.500,00 EUR

act 8.2	starting month		ending month				
	05	2010	09	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Involvement of local stakeholders and institutions in the measure, while checking the applicability of what is defined in Act. 6.1				all the partners participate with coordination of B14	Target Area	28.150,00 EUR

act 8.3	starting month		ending month				
	05	2010	09	2012			
	description				role of each Beneficiary	geographical location (if relevant)	total amount
	Drafting of a general programmatic document or strategic Master Plan assessed by the partnership and those in charge of local development.				all the partners participate with coordination of B14	Target Area	30.500,00 EUR

act 8.4	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 8.5	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR
						96.150,00 EUR

	qualitative and quantitative description of the outputs		
Beneficiary/ies	**description**	**target value**	**date of delivering**
Partnership	Report including the elements necessary to establish the GECT. Identification of obstacles for each Institution.	n. Report	during the project realisation
Partnership	Draft charter and joint convention	n. Report	during the project realisation
Partnership	General strategic programmatic document for the implementation of measures in the territory.	Document	within the end of project

qualitative and quantitative description of the results

Beneficiary/ies	description	target value	date of delivering
Partnership	Sharing partnership potential in the support of internationalization of enterprises for the development of the territory through planning and management tools of the local areas.	Report	within the end of project
Partnership	Establishment of Tourist-service and CEVTs areas GECT	Report	within the end of project

4.10 WP9 -

WP responsible Beneficiary

Description

act 9.1	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 9.2	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						0,00 EUR
act 9.3	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						0,00 EUR

act 9.4	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 9.5	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR
						0,00 EUR

qualitative and quantitative description of the outputs			
Beneficiary/ies	**description**	**target value**	**date of delivering**

	qualitative and quantitative description of the results		
Beneficiary/ies	**description**	**target value**	**date of delivering**

4.11 WP10 -

WP responsible Beneficiary

Description

act 10.1	starting month	ending month	description	role of each Beneficiary	geographical location (if relevant)	total amount
						0,00 EUR

act 10.2	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						0,00 EUR
act 10.3	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						0,00 EUR

act 10.4	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						0,00 EUR
act 10.5	**starting month**	**ending month**			
			description	**role of each Beneficiary**	**geographical location (if relevant)**	**total amount**
						0,00 EUR
						0,00 EUR

qualitative and quantitative description of the outputs			
Beneficiary/ies	**description**	**target value**	**date of delivering**

	qualitative and quantitative description of the results		
Beneficiary/ies	**description**	**target value**	**date of delivering**