

MADE IN-LAND Project

1th ONLINE Technical Workshop

12 November 2020

The Workshop is aimed at validating the Cross Border cooperation Strategy of Made in-Land which is based on a win-win cooperation between coastal areas and hinterlands to decrease human pressure on the firsts while unleashing the potential of natural/cultural assets of the seconds; Therefore the workshop will be the occasion to promote a comparison between projects and ongoing experiences in the field of natural and cultural heritage enhancement, at national level, in Italy and Croatia, with the participation of Stakeholders National reference.

Where : Online (**REGISTRATION LINK ON RAFIKY PLATFORM WILL BE SENT**)

AGENDA

9.30-9,45 **Opening the ONLINE Technical Workshop**

9,45-10,45 **FIRST SESSION – ITALY AND CROATIA: A COMMON STRATEGY**

15 min **Made in-Land Project. Management and Development of INLANDs. INTERREG Italy - Croatia 2014/20**
Andrea Pellei (Managing authority for ROP ERDF and ESF -Marche Region-IT), Made in-land Project 's Leader Partner

15 min **The Cross Border Strategy of Made in-Land project**
Massimo Sargolini, Made in-land Scientific Coordinator (University of Camerino-IT)

15 min **The Pilot Actions of Made in-Land project**
Roberta Angelini, Paolo Santarelli, (University of Camerino), Ana Pejdo, Ante Blace, Deni Ivanov (University of Zadar-HR)

15 min **The cultural cooperation between Italia e Croazia**
Pierfrancesco Sacco (Ambassador of Italy in Croatia), Davide Bradanini (Consul General of Italy in Fiume), (Italian Cultural Institute in Zagreb – I/HR)

10,45-11,45 **SECOND SESSION – ACTIONS AND POLICIES FOR NATURAL AND CULTURAL HERITAGE**

10 min **Rural areas and strategies of spatial and regional development in Croatia**
Aleksandar Lukić (University of Zagreb-HR)

10 min **Policies and innovative projects for the utilization of cultural sites**
Chiara Veninata (ICCD-MiBACT-Ministry of Cultural Heritage and Activities and Tourism-IT), Margherita Porena, (ISTC-CNR-Institute of Cognitive Sciences and Technologies-IT)

10 min **Regional actions for touristic development of inner areas: the earthquake case**
Valentino Torbidoni (Marche Region _ Development and Enhancement Unit-IT)

10 min **Action plan for the development of cycling tourism as an example of sectoral strategy for tourism in Croatia**
Zoran Klarić (Institute for Tourism- HR)

10 min **Intervention strategies in inland areas in Italy**
Francesco Monaco (Technical Committee for the National Strategy of Inland Areas-IT)

11,45-12,30 **DISCUSSION AND CONCLUSIONS**

15 min **Space for interventions**

15 min **Validation of Made in-Land Cross Border Strategy**
Massimo Sargolini, Made in-land Scientific coordinator (University of Camerino)

15 min **Next steps of Interreg Made in-Land**
Raffaella Triponi, Made in Land Project manager (Marche Region-IT)

12,30 **End of the ON-LINE Technical Workshop**