

04 SET. 2006

J.E.G. IMMEDIATA ESECUTIVITÀ

La presente deliberazione viene affissa il \_\_\_\_\_ all'Albo Pretorio per rimanervi 15 giorni



# PROVINCIA di BENEVENTO

Deliberazione della Giunta Provinciale n. 530 del 01 SET. 2006

**Oggetto:** INTERREG III B ARCHIMED – 1ST CALL FOR PROPOSALS – PRESA D'ATTO AVVENUTA APPROVAZIONE PROGETTO I-TRACE E AFFIDAMENTO ATTIVITA' DI ASSISTENZA TECNICA ALL'I.R.VA.T.

L'anno duemilasei il giorno uno del mese di SETTEMBRE presso la Rocca dei Rettori si è riunita la Giunta Provinciale con l'intervento dei Signori:

- |                   |                      |                   |                |
|-------------------|----------------------|-------------------|----------------|
| 1) On.le Carmine  | NARDONE              | - Presidente      | _____          |
| 2) Dr. Pasquale   | GRIMALDI             | - Vice Presidente | _____          |
| 3) Rag. Alfonso   | CIERVO               | - Assessore       | _____          |
| 4) Ing. Pompilio  | FORGIONE             | - Assessore       | <u>ASSENTE</u> |
| 5) Dr. Pietro     | GIALLONARDO          | - Assessore       | <u>ASSENTE</u> |
| 6) Dr. Giorgio C. | NISTA                | - Assessore       | _____          |
| 7) Dr. Carlo      | <del>PETRIELLA</del> | - Assessore       | _____          |
| 8) Dr. Rosario    | SPATAFORA            | - Assessore       | _____          |
| 9) Geom. Carmine  | VALENTINO            | - Assessore       | <u>ASSENTE</u> |

Con la partecipazione del Segretario Generale dr. Gianclaudio IANNELLA \_\_\_\_\_

L'Assessore Proponente, dr. Giorgio C. NISTA, \_\_\_\_\_

## LA GIUNTA

Preso visione della proposta del Settore Servizi ai Cittadini, istruita dal responsabile dell' U. O. "Turismo", dr. Luigi Insogna, qui di seguito trascritta :

### PREMESSO che:

- in data 8 giugno 2005 il Segretariato Tecnico del CIP Interreg III ha pubblicato il bando (1st Call for Proposals) per la presentazione dei progetti a valere sul Programma Comunitario INTERREG III B ARCHIMED;
- con protocollo di intesa sottoscritto in data 13 giugno 2005 la Provincia di Benevento e l'I.R.VA.T. hanno convenuto di presentare, nell'ambito del su richiamato bando, un progetto denominato "I-TRACE";
- l'I.R.VA.T. ha elaborato e presentato nei termini previsti il progetto "I-TRACE" prevedendo un costo pari a complessivi Euro 1.275.000,00;

- con Deliberazione di G.P. n. 609 del 29 agosto 2005 la Provincia di Benevento ha preso atto dell'avvenuta presentazione del progetto "I-TRACE";
- con atto del 14 aprile 2006, prot. n. 3117/UE, il Ministero delle Infrastrutture e dei Trasporti - Direzione Generale per la Programmazione e i Programmi Europei - ha comunicato l'avvenuta approvazione, in data 28 marzo 2006, del progetto "I-TRACE" con un budget complessivamente pari a Euro 892.500,00;
- a seguito di un incontro, convocato dal Ministero delle Infrastrutture e dei Trasporti, svoltosi a Roma in data 5 maggio 2006 con i responsabili della Managing Authority del CIP Interreg III, la Provincia di Benevento, con il supporto tecnico dell'I.R.VA.T., ha provveduto a rimodulare il progetto e il relativo budget e a trasmetterlo, unitamente all'ulteriore documentazione richiesta, alla su richiamata Managing Authority del CIP Interreg III di Thessaloniki entro la data del 19 maggio 2006;
- il Progetto rimodulato, in base al finanziamento di € 892.500,00 approvato dal Ministero delle Infrastrutture e dei Trasporti, prevede un importo di € 315.000,00 di competenza della Provincia di Benevento;

**RITENUTO:**

- dover provvedere alla formale approvazione del Progetto "I-TRACE" così come rimodulato in base al finanziamento approvato;
- dover procedere alla realizzazione del Progetto stesso;

**PRESO ATTO che:**

- l'I.R.VA.T. è un'associazione costituita per il 100% da Enti Pubblici (Province di Avellino, Benevento, Caserta, Napoli, Salerno, Camere di Commercio di Napoli, Caserta, Salerno e Comune di Torre del Greco) con la totalità degli organi di gestione e di controllo nominata su indicazione degli stessi Enti Pubblici e che, pertanto, l'Istituto risulta essere esso stesso amministrazione aggiudicatrice;
- la Provincia di Benevento è dal 2004 socia dell'I.R.VA.T.;

**VISTO:**

- il Protocollo di intesa sottoscritto in data 13 giugno 2005;
- la Deliberazione di G.P. n. 609 del 29 agosto 2005;
- la nota del Ministero delle Infrastrutture e dei Trasporti - Direzione Generale per la Programmazione e i Programmi Europei - del 14 aprile 2006, prot. n. 3117/UE, con la quale è stata comunicata a questa Provincia l'avvenuta approvazione del progetto "I-TRACE" con un budget complessivamente pari a Euro 892.500,00;
- il progetto "I-TRACE" elaborato dall'I.R.VA.T. e la sua successiva formulazione finanziaria così come richiesto dalla Managing Authority del CIP Interreg III;

Esprime parere favorevole circa la regolarità tecnica della proposta.

Li \_\_\_\_\_

Il Dirigente del Settore  
SERVIZI ai CITTADINI  
( dr.ssa Patrizia Taranto )

Esprime parere favorevole circa la regolarità contabile della proposta.

Li \_\_\_\_\_

Il Dirigente del Settore  
FINANZE E CONTR. ECONOMICO  
( dr. Sergio Muollo )

LA GIUNTA

Su relazione dell'Assessore dr. Giorgio C. NISTA  
A voti unanimi

### **DELIBERA**

Per tutto quanto in narrativa richiamato, che qui si intende integralmente riportato e trascritto:

- di approvare l'allegato progetto "I-TRACE", predisposto e rimodulato dall'I.R.VA.T., per un importo complessivo pari a Euro 892.500,00, di cui Euro 315.000,00 spettanti alla Provincia di Benevento quale soggetto capofila del progetto;
- di prendere atto dell'avvenuta approvazione del progetto "I-TRACE" da parte del Ministero delle Infrastrutture e dei Trasporti - Direzione Generale per la Programmazione e i Programmi Europei - in data 28.03.06;
- di precisare che il finanziamento di € 315.000,00, di cui € 157.500,00 a carico del Fondo Europeo di Sviluppo Regionale e € 157.500,00 a carico del cofinanziamento nazionale, verrà caricato sul bilancio provinciale al cap. 631 in entrata ed al cap. 6389 in uscita;
- di affidare all'I.R.VA.T., oltre alla già avvenuta progettazione, programmazione e rimodulazione del progetto, in attuazione del Protocollo di intesa sottoscritto in data 13 giugno 2005, l'attività di ricerca, supporto, assistenza tecnica e coordinamento nell'ambito dei Work Package 1-2-3-4-5-6 per un importo complessivo di Euro 199.590,00 Iva inclusa se dovuta;
- di precisare che la liquidazione all'I.R.VA.T. avverrà, subordinatamente all'emissione del finanziamento europeo/nazionale, con le seguenti modalità: il 30% a seguito di consegna del primo stato di avanzamento; il 40% a seguito di consegna del secondo stato di avanzamento; il saldo a conclusione delle attività e previa consegna della relazione finale sulle attività svolte e sui costi sostenuti;
- di mandare la presente deliberazione al Dirigente Settore Servizi ai Cittadini per i provvedimenti conseguenziali.

Verbale letto, confermato e sottoscritto  
IL SEGRETARIO GENERALE  
(Dr. Gianclaudio IANNELLA)

IL PRESIDENTE  
(Dott. Carmine MARDONE)  
*Carmine Mardone*

N. 643 Registro Pubblicazione

Si certifica che la presente deliberazione è stata affissa all'Albo in data odierna, per rimanervi per 15 giorni consecutivi a norma dell'art. 124 del T.U. - D. Lgs. vo 18.8.2000, n. 267.

**04 SET. 2006**

BENEVENTO

IL MESSO  
*Riel*

IL SEGRETARIO GENERALE  
IL SEGRETARIO GENERALE  
Dott. Gianclaudio IANNELLA

La suesesa deliberazione è stata affissa all'Albo Pretorio in data **04 SET. 2006** e contestualmente comunicata ai Capigruppo ai sensi dell'art. 125 del T.U. - D. Lgs. vo 18.8.2000, n. 267.

SI ATTESTA, che la presente deliberazione è divenuta esecutiva a norma dell'art. 124 del T.U. - D. Lgs. vo 18.8.2000, n. 267 e avverso la stessa non sono stati sollevati rlievi nei termini di legge.

li 25 SET. 2006

IL RESPONSABILE DELL'UFFICIO

IL SEGRETARIO GENERALE  
IL SEGRETARIO GENERALE  
(Fto Dott. Gianclaudio IANNELLA)

Si certifica che la presente deliberazione è divenuta esecutiva ai sensi del T.U. - D. Lgs. vo 18.8.2000,

n. 267 il giorno 25 SET. 2006

- Dichiarata immediatamente eseguibile (art. 134, comma 4, D. Lgs. vo 18.8.2000, n. 267).
- Decorsi 10 giorni dalla sua pubblicazione (art. 134, comma 3, D. Lgs. vo 18.8.2000, n. 267).
- E' stata revocata con atto n. \_\_\_\_\_ del \_\_\_\_\_

Benevento li, 25 SET. 2006

IL SEGRETARIO GENERALE  
IL SEGRETARIO GENERALE  
(Dott. Gianclaudio IANNELLA)

Copia per

- 2 SETTORE SEMPREZZI E CITTA' DI prot. n. Es 7281
  - SETTORE FIRAPAZIA il 7/6/66h prot. n. 28.9.06
  - SETTORE \_\_\_\_\_ il 7/6-9.06 prot. n. \_\_\_\_\_
  - Revisori dei Conti il \_\_\_\_\_ prot. n. \_\_\_\_\_
  - Nucleo di Valutazione il \_\_\_\_\_ prot. n. \_\_\_\_\_
- conf. 25.9.06*



# PROVINCIA di BENEVENTO

Settore Servizi ai Cittadini

Servizio Affari Generali

M38

4-9-06

Prot. n. 6664

Benevento, li 06 SET. 2006

U.O.: GIUNTA/CONSIGLIO

*Il Nota*

- AL DIRIGENTE DEL SETTORE  
SERVIZI AI CITTADINI
- AL DIRIGENTE DEL SETTORE  
FINANZA E CONTROLLO  
ECONOMICO
- AI PRESIDENTI:  
COLLEGIO REVISORI DEI CONTI  
NUCLEO DI VALUTAZIONE  
SEDE

**Oggetto:** DELIBERA G.P. N. 530 del 1.9.2006 ad oggetto: "INTERREG III B ARCHIMED- IST CALL FOR PROPOSALS - PRESA D'ATTO AVVENUTA APPROVAZIONE PROGETTO I-TRACE E AFFIDAMENTO ATTIVITA' DI ASSISTENZA TECNICA ALL'I.R.V.A.T."-

Per quanto di competenza, si trasmette copia estratto della delibera indicata in oggetto, immediatamente esecutiva.

LA RESPONSABILE  
(Dr.ssa Grazia MARIONE)

*qu*



EU COMMUNITY INITIATIVE PROGRAMME  
INTERREG III B ARCHIMED

**APPLICATION FORM**

1<sup>ST</sup> CALL FOR PROJECT PROPOSALS

**Deadline: 29 July 2005**

**EUROPEAN UNION**

**European Regional Development Fund**

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PART A (Project Identification)

PROGRAMME AND PROJECT TITLE						
1. COMMUNITY INITIATIVE	INTERREG III, STRAND B					
2. PROGRAMME	ARCHIMED					
3. PRIORITY AXIS	STRATEGIES FOR SPATIAL PLANNING DEVELOPMENT, DEVELOPMENT OF URBAN SYSTEMS AND INTEGRATION OF THE ISLAND AREAS					
4. MEASURE	Assistance for urban centres, rural areas and growth of cooperation between them					
5. PROJECT TITLE	Integrated Tourism in Rural Areas valorising Culture and the Environment					
6. PROJECT ACRONYM	I-TRACE					
7. CATEGORY OF ACTION* (According to national guidelines)						
8. FIELD OF INTERVENTION (According to EC guidelines-Regulation 438/2001)	13 - Promoting the adaptation and the development of rural areas					
9. CODE NUMBER*						
10. BUDGET	€ 892.500,00					
11. IMPLEMENTATION AREA	b) Rural Area					
12. RELATION TO THE ENVIRONMENT	b) benefits the environment					
13. CONTRIBUTION TO GENDER EQUALITY	c) is neutral on gender equality					
14. TIMEFRAME	START	06/2006	END	12/2007	DURATION	19

\* To be filled in by the Managing Authority after submission

15. LEAD PARTNER	Province of Benevento	Italy
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16. STATES INVOLVED AS PARTNERS			17. BUDGET PER MEMBER STATE		
			TOTAL	ERDF FUNDING	NATIONAL CONTRIBUTION
MEMBER STATES					
Member State 1: Italy	Number of partners:	2	€420.000,00	€210.000,00	€210.000,00
Member State 2: Greece	Number of partners:	2	€472.500,00	€354.375,00	€118.125,00

PART A (Project Identification)

NON-MEMBER STATES		BUDGET PER NON EMBER STATE		
		TOTAL	MEDA	NATIONAL CONTRIBUTION
Non-Member State 1:	Number of partners:			
Non-Member State 2:	Number of partners:			
Non-Member State 3:	Number of partners:			
Non-Member State n:	Number of partners:			

**18. PROJECT COST (in EUR)**

ERDF Funding	564.375,00
Co-financing (EU partners)	328.125,00
Financing (non EU Partners)	0,00
Funding for Non EU partners (MEDA)	0,00
<b>TOTAL</b>	<b>892.500,00</b>



## 19. DETAILS OF ALL PARTNERS INVOLVED IN THE PROJECT (starting with the Lead Partner)

19.1 LEAD PARTNER (PARTNER 1)		MEMBER-STATE:	Y	<input checked="" type="checkbox"/>	N
		COUNTRY:	ITALY		
		REGION:	CAMPANIA		
NAME OF ELIGIBLE BODY:	Provincia di Benevento		CODE *		
	Province of Benevento				
LEGAL STATUS:	Provincial Administration – Public body				
TAX NUMBER:	92002770623	TAX OFFICE:	BENEVENTO - ITALY		
Eligible VAT	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	
WEB SITE:	www.provincia.benevento.it				
LEGAL REPRESENTATIVE:	NAME:	CARMINE NARDONE			
	POSITION:	PRESIDENT			
	ADDRESS:	ROCCA DEI RETTORI – PIAZZA CASTELLO – 82100 - ITALY			
	TEL. No:	+39 0824 774503 / 21390	FAX:	+39 0824 355160	
	E-MAIL:	presidenza@provinciabenevento.it			
PROJECT MANAGER	NAME:	PATRIZIA TARANTO			
	POSITION:	DIRECTOR			
	ADDRESS:	ROCCA DEI RETTORI – PIAZZA CASTELLO – 82100 - ITALY			
	TEL. No:	+39 0824 774419	FAX:	+39 0824 978900	
	E-MAIL:	servizicittadino@provinciabenevento.it			

**Brief Profile and experience in the relative field of action:**

The Province of Benevento was established in 1860 and covers an internal rural territory of 2.071Km<sup>2</sup> and approx. 287,00 inhabitants. 55,2% of its territory is mountainous, 56.4% is farmed and 11% is woodland.

The area has a rich and varied historical heritage, and characteristic food, wine and artisan productions.

The conservation of biodiversity in its territory is a priority for the Province: - it has adopted the criteria of the Index of Landscape Conservation to map its territory. There are 3 Regional Parks in its territory.

The Province hosts the Italian Focal Point for the protection of Animal Germoplasm in near extinct species and a Centre for Genomics and Proteomics for Food Quality.

The Province of Benevento is experimenting a unitary approach to development at local level through 3 Integrated Rural Projects and 12 Integrated Territorial Projects co-financed by EU Structural Funds.

The Province has considerable experience in the management of integrated and EU funded projects.

The province of Benevento is currently a partner in many European and international projects, including:

- EUMEDIS - NETWORKED JOURNEYS - Tourist Itineraries following the ancient trade Routes of the Mediterranean: trade and culture a bridge between civilisations
- PLAIT (public local agency for international trade ) EU ERDF project for the development of international trade system for the promotion of local products.
- M.A.R.S. e.c. ( Mediterranean agency for remote sensing and environmental control ) , a project to realize monitoring systems for environmental variables, has collaborated with NASA.
- SAMGEN, research on the genetic evolution of the community of Sannio in the province's area and in Canada, with Sannio University and Research centre of CHUM of Montreal University.
- PPTIE(Programme of territorial partnership with Italians abroad )

The province of Benevento will be assisted by IRVAT, a 100% publicly-owned non profit-making public equivalent agency in Campania, that will provide logistic and technical services to the Province in the management of activities.

## PART B (Form of Partnership)

19.2 PARTNER 2		MEMBER-STATE:		Y	<input checked="" type="checkbox"/>	N
		COUNTRY:		Greece		
		REGION:		East Macedonia - Thrace		
NAME OF ELIGIBLE BODY:	ΠΕΡΙΦΕΡΕΙΑ ΑΝΑΤΟΛΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ - ΘΡΑΚΗΣ					CODE *
	REGION OF EAST MACEDONIA - THRACE					
LEGAL STATUS:	PUBLIC ADMINISTRATION – REGIONAL AUTHORITY					
TAX NUMBER:	090309884		TAX OFFICE:	PUBLIC FINANCE SERVICE OF KOMOTINI		
Eligible VAT	Yes	<input checked="" type="checkbox"/>	No			
WEB SITE:	www.remth.gr					
LEGAL REPRESENTATIVE:	NAME:	ANGELOPOULOS MICHALIS				
	POSITION:	SECRETARY GENERAL				
	ADDRESS:	G. Kakoulidou 1, GR-69100 KOMOTINI, GREECE				
	TEL. No:	+30 25310 81860-1-2	FAX:	+30 25310 22483		
	E-MAIL:	remth@remth.gr				
PROJECT MANAGER	NAME:	NIKOS LAMPROPOULOS				
	POSITION:	GENERAL SECRETARY'S EXECUTIVE CONSULTANT				
	ADDRESS:	G. Kakoulidou 1, GR-69100 KOMOTINI, GREECE				
	TEL. No:	+30 25310 81863	FAX:	+30 25310 22483		
	E-MAIL:	remth@remth.gr				

Brief Profile and experience in the relative field of action:

Experience of REMTh in European projects.

East Macedonia and Thrace is presently Managing Authority of the Community Initiative Interreg III – Phare CBC, concerning cross-border co-operation between Greece and Bulgaria, which amounts to a total cost of around EUR 250 million. It manages the local Regional Operational Programme, part of the 3rd Community Support Framework. It is also participating in the Technogenesis Programme within the framework of Innovative Actions of ERDF and Interreg IIIB and IIIC projects.

- Interreg IIB: partner in the projects ITER (thermal springs, total budget 1.220.000, Region 165.000) and ROME (Ancient Roman Routes, total budget 2.079.000, region 300.000)
- Interreg IIIC: partner in the projects CONCEPT B (Transportation, region's budget 134.000), PAGUS (total budget 7.000.000 region's 800.000) BEACHMED (total budget 7.668.000 region's 850.000)
- CADSES: SEEDS (Entrepreneurship Development. Total budget 2.239.000 region's budget 70.000)
- INTERACT: FIMIP (Financial Management. Total budget 580.000 Region's budget 200.000) EX-INT (Total budget 1.395.000 Region's budget 187.000)

The REMTh also has great experience in rural development and especially in processing and marketing activities in order to modernize agriculture and promote quality products while respecting the natural environment and diversification of the rural economy through actions in the framework of local development.

Exploitation of the cultural heritage and promotion of a modern culture (multimedia) while ensuring the results are beneficial for the whole region is also a basic goal for the region.

The Region's experience in "domestic" programmes is notable, REMTh has led about 100 projects under Objective 2 and 50 projects under ESF programmes under the national programme.

**Note:** The above section should be filled in separately for each Partner involved in the project

\* To be filled in by the Managing Authority

19.3 PARTNER 3				MEMBER-STATE:	Y	√	N
				COUNTRY:	Greece		
				REGION:	Crete		
NAME OF ELIGIBLE BODY:	NOMAPXIAKH AYTOΔIOIKHΣH HPAKAEIOY HERAKLION PERFECTURE AUTHORITY			CODE *			
LEGAL STATUS:	LOCAL AUTHORITY BODY						
TAX NUMBER:	090252562		TAX OFFICE:	B' HERAKLION TAX OFFICE			
Eligible VAT	Yes	√	No				
WEB SITE:	www.nah.gr						
LEGAL REPRESENTATIVE:	NAME:	DIMITRIOS SARRIS					
	POSITION:	PERFECTURE HEAD					
	ADDRESS:	ELEFThERIAS SQUARE, HERAKLION, 71201					
	TEL. No:	+302810342584	FAX:	+302810342588			
	E-MAIL:	nairakl1@otenet.gr					
PROJECT MANAGER	NAME:	MARIA SYMEONIDOU Ph.D.					
	POSITION:	AGRICULTURAL CONSULTANT					
	ADDRESS:	No 24 1770 Street, 5 <sup>TH</sup> FLOOR, HERAKLION, 71202					
	TEL. No:	+302810246830	FAX:	+302810246829			
	E-MAIL:	ypaithros4@her.forthnet.gr					

Brief Profile and experience in the relative field of action:

The Heraklion Prefecture Authority is the largest prefecture in Crete with a population of 264.906 and administers 26 municipalities. The area includes both rural and coastal areas. The most dynamic sector of its economy is tourism on the coastal areas, which has overtaken the traditional farming activities.

The promotion of balanced and sustainable development on its territory is a priority for the Prefecture. The area is marked by economic disparities and high seasonality, as well as great pressure on the environment and coastal areas during the summer months. The south of the Prefecture is less developed than the north, and a major objective is to promote local cultural and natural resources and local products in a sustainable system. Rural tourism is an sector which needs promotion and quality management. In particular, the prefecture aims to promote the diversification of agricultural activities into agri-tourism.

The Prefecture has varied experience in European Projects:

- 1994-1999 – Partner in LORE, a project in the TERRA Programme
- 2001-2004 – Partner in MINOS, a project financed under LIFE-ENVIRONMENT
- 2001-2004 – Greek partner in ARTS - Actions on the integration of Rural Transport Services, a project financed under GROWTH, DGTrEn.

The Heraklion Prefecture Authority will be assisted by the "AGRICULTURAL DEVELOPMENT CENTER of HERAKLION PERFECTURE AUTHORITY" which was established on 11/01/2002 as a non-profit public equivalent organization of which it is the majority partner.

**Note:** The above section should be filled in separately for each Partner involved in the project

\* To be filled in by the Managing Authority

19.4 PARTNER 4		MEMBER-STATE:		Y	<input checked="" type="checkbox"/>	N
		COUNTRY:		Italy		
		REGION:		Campania		
NAME OF ELIGIBLE BODY:	Parco Nazionale di Cilento e Vallo di Diano		CODE *			
	National Park of Cilento and Vallo of Diano					
LEGAL STATUS:	Public body					
TAX NUMBER:	93007990653		TAX OFFICE:	SALERNO - ITALY		
Eligible VAT	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>		
WEB SITE:	www.pnvcd.it					
LEGAL REPRESENTATIVE:	NAME:	GIUSEPPE TARALLO				
	POSITION:	PRESIDENT				
	ADDRESS:	Via F. PALUMBO, 16 84078, Vallo della Lucania (SA)				
	TEL. No:	+39 0974 4719911	FAX:	+39 0974 7199217		
	E-MAIL:	presidente@pncvd.it				
PROJECT MANAGER	NAME:	ANGELO DE VITA				
	POSITION:	DIRECTOR				
	ADDRESS:	Via F. PALUMBO, 16 84078, Vallo della Lucania (SA)				
	TEL. No:	+39 0974 4719203	FAX:	+39 0974 7199217		
	E-MAIL:	direttore@pncvd				

Brief Profile and experience in the relative field of action:

The National Park of Cilento and Vallo of Diano was established by Law 394 on 6.12.1991. The Park area extends over 181.048 Ha and incorporates 8 mountain communities and 80 municipalities whose historical town centre or/and part of their territory is wholly or partially included in the park perimeter.

The Park is a unique territory which was recognised in 1997 as part of the UNESCO MAB (Man and Biosphere) Biosphere Reserve Program. The mission of the Biosphere Reserves is to preserve and to produce scientifically natural and cultural values through a culturally creative and operationally sustainable correct management.

The Park has considerable experience in managing and implementing territorial and Integrated Projects financed by Objective 1 Structural Funds. These include projects for rural tourism development and hospitality and local and cultural heritage as well as the promotion of the natural heritage.

The Park has developed an environmental Geographical Information System for its territorial planning and management.

The Park has participated in various national and European Projects including:

- Ecos-OUVERTURE – MATERRA -1999-2003 Developing support functions for tourism by promotion of women entrepreneurship
- LIFE Environment Innovative solutions to resolve erosion
- LIFE Nature projects.
- Transnational Cooperation Programme, LEADER – Creation of Itineraries for the promotion and valorisation of typical products.

**Note:** The above section should be filled in separately for each Partner involved in the project

\* To be filled in by the Managing Authority

**20. BRIEF DESCRIPTION** (a maximum of 500 characters)

The final objective of TRACE is to define and mainstream a shared strategy for Integrated Quality Management (IQM) of public administrations to support rural planning for the implementation of sustainable tourism. This strategy is based on the identification of criteria for the definition of a network of tourist routes to promote and valorise their natural and cultural resources through a comparative analysis of the partner areas.

The expected outcome is a transferable model which adopts IQM as a process for the implementation of sustainable development for rural areas.

**21. ANALYTICAL DESCRIPTION** (a maximum of 2500 characters)

The rural areas in this partnership have a great potential for tourism as an engine for sustainable development. The areas involved are all close to coastal areas and regional airports attracting great numbers of visitors unaware of this tourist supply. Cities are within easy distance providing opportunities for high-quality short breaks.

The IQM approach is a management process: it focuses on visitors by improving the quality of what, in terms of cultural identity, services and environmental dimensions, is provided for them and influencing their behaviour. Actions must take advantage of natural and cultural assets which have important positive spin-offs. Traditional agricultural activities or local artisan products are essential elements in an integrated strategy. The integrated approach aims to have a positive impact on the territorial planning of activities for the tourism sector and the local economy, represented by visitors and local population, as well as natural and cultural heritage.

The need to mainstream IQM in rural areas is due to the dispersed and disparate nature of the destinations and their components: a lack of collaborative working has led to narrow approaches, a lack of linkages, the compartmentalisation of heritage and duplication of effort and resources. IQM promotes a holistic approach with joined-up thinking and planning and the sharing of knowledge and best practice between transnational partners. The partners will share strategies and tools to improve their individual results. Each partner has unique characteristics which provide added value to the transnational partnership. Moreover, the IQM approach will engage all local economic stakeholders: raising awareness of the value of rural areas, it will experiment pilot actions with local stakeholders for integrated promotion initiatives.

The main activities are:

- the identification of thematic itineraries coherent with market segments in the light of product/market purchasing models and the competitive strategies of leader territories in rural tourism in the Mediterranean;
- training local authorities on involving local operators on the optimisation of supply;
- cooperation for shared promotion/marketing activities and the adoption of a joint IQM model for public administrations for the implementation of rural tourism.

The expected results are:

- the promotion of transnational thematic tourist routes;
- a transferable model for sustainable rural tourism;
- the identification of interventions needed to guarantee awareness and accessibility;
- a transferable pilot quality charter agreed with local operators to certify quality and sustainability;
- a shared marketing plan;
- a management model of territorial marketing.

Public administrations and agencies operating in development and tourism will be the direct beneficiaries while the integrated approach will positively affect all local stakeholders.



**22. MANAGEMENT ORGANISATION** (a maximum of 2500 characters)

The project management organization provides for two stages in the coordination of activities: a Steering Committee responsible for decision-making and strategic tasks and an Inter-partner Managing Committee responsible for technical, financial and operational activities.

The Steering Committee (SC), coordinated by the Lead Partner (LP), with representatives from all partners, will meet every six months to draw up strategic guidelines and coordinate the activities. The Committee will draw up a mid-term and final report of its activities. Each Partner will be responsible for at least one part of the project (Work Package). All partners cooperate in all WPs. The SC will draw up an internal regulation for operational and financial procedures.

The Inter-Partner Managing Committee (IPMC) will meet periodically in a different partner region. It will be composed of each partner's project manager and an Inter-partner Project Coordinator in charge of transnational cooperation; the Project Coordinator will be designated by the LP when the partnership is set up. Based on the decisions made by the SC, the IPMC is responsible for coordinating project activities and monitoring implementation; through the assistance of external consultants if required, It is also responsible for the technical monitoring of each partner's financial flow and supports each partner in the implementation of each project component and single activity. The IPMC will be supported by a Technical Secretariat to prepare regular procedural, financial and physical progress reports. External experts and services will be coordinated by the Technical Secretariat.

An External Auditor will be appointed by the LP and report to the SC.

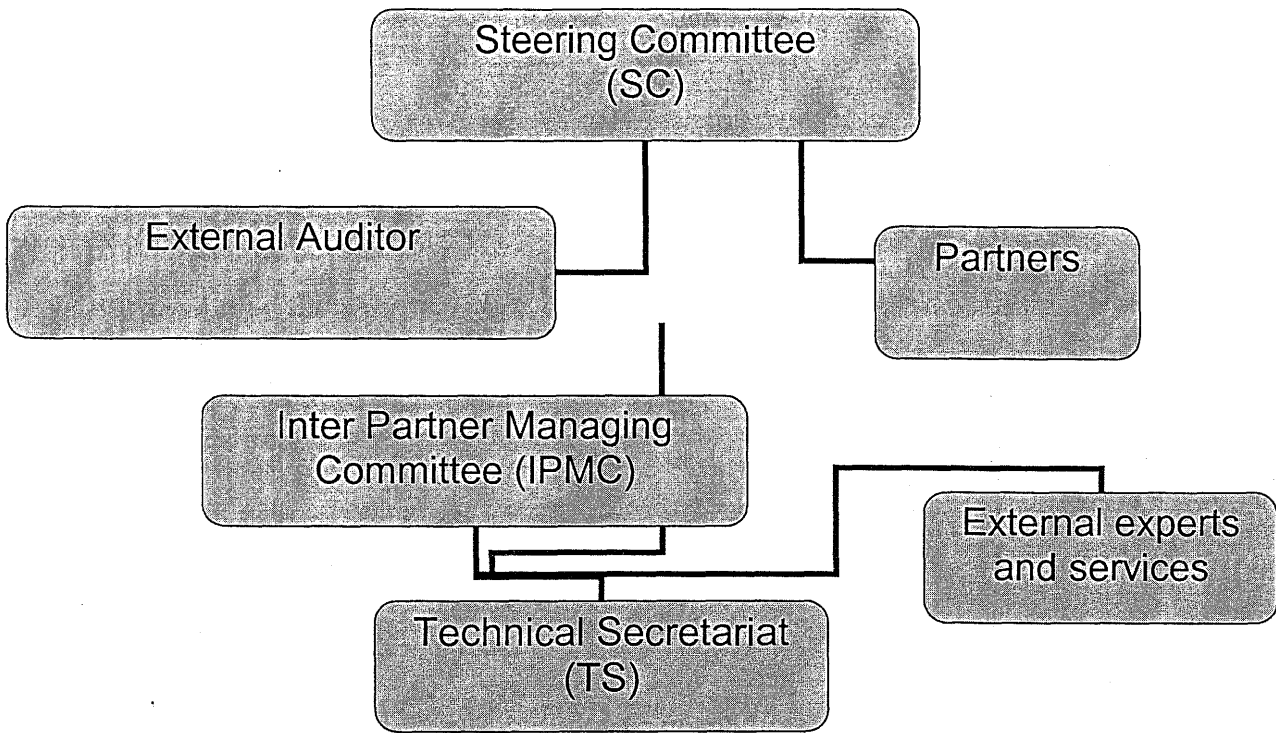
The LP is responsible for overall project coordination, implementation and management. It will monitor the technical and financial execution and collate technical and financial data required for supervision. It will be responsible for the entire financial flow of the project and collect, in collaboration with the partners, all the documents relating to financial flows and the progress of activities to ensure quality management. Furthermore, it will be responsible for providing information to the Managing Authority, Paying Authority and Transnational Secretariat. Finally, the LP will be responsible for coordinating all activities.

Each partner will be responsible for implementing its activities as defined in the project components, and ensure that all technical and financial documents are prepared for the Lead Partner.

The partners will consult relevant local administrations and agencies during the implementation of the activities to ensure that local needs are being addressed.

A continuous exchange of information will be guaranteed through web resources. A web platform will be set up with links to the Partners' websites and a dedicated area for Partners' communication.

23. MANAGEMENT ORGANISATION DIAGRAM





## 24. APPROACH AND METHODOLOGY (a maximum of 2500 characters)

### APPROACH

Tourism is a fundamental economic activity in the Mediterranean but until now has been concentrated in coastal areas, leading to an inevitable economic disparity between the coastal and the internal areas. The partner areas all offer excellent opportunities for sustainable rural tourism which uses local resources, but the lack of joined-up thinking and planning, added to structural weaknesses, has limited their potential.

Each area has unique characteristics which enhance the added value of the transnational partnership: the Province of Benevento is a large inland rural area with great diversity in its naturalness index; the Region of East Macedonia and Thrace includes rural, coastal and island areas and must ensure a harmonious development to avoid rural depopulation and cultural impoverishment; the Prefecture of Heraklion has an overdeveloped coast and needs sustainable policies to support rural development and ease coastal congestion; and the unique ecosystem in the National Park of Cilento and Vallo of Diano is a UNESCO MAB Biosphere Reserve.

Yet achieving the endogenous economic potential for the development of each of these areas requires integrated quality management. The partners are all public authorities whose task is to ensure a balanced development in their areas. Through the adoption of Integrated Quality Management (IQM) for rural tourism they will be better equipped to involve public and private stakeholders and promote a shared common strategy for balanced territorial development.

### METHODOLOGY

It is based on Partner cooperation and the capacity building of local administrations through an experimental cooperative joined-up approach based on peer experience. A holistic landscape approach, comparative visitor needs analysis for management frameworks and shared strategies with local economic stakeholders will contribute to the attainment of a sustainable management model.

The jointly-developed IQM model will be drawn up through the following stages:

- development of a commonly-agreed plan for shared analysis, shared services for local operators, and thematic itineraries to experiment territorial marketing;
- definition of the criteria and indicators for IQM and for a rural tourism charter with local economic stakeholders;
- adoption of local action plans for implementing IQM model;
- development and experimentation of a commonly-agreed IQM rural tourism model;
- drawing-up of a joint territorial marketing plan.

Main deliverables include: 5 transnational thematic itineraries; a Pilot Rural Tourism Quality Charter; Joint Marketing Plan; 4 Local Action Plans; the local adoption of the IQM model in the partner territories.

A long-term impact is envisaged through a stable transnational network of public authorities ensuring a more balanced and sustainable territorial marketing.

## 25. WORK PACKAGES

WorkPackage No <sup>1</sup>	WorkPackage title	Responsible Partner No <sup>2</sup>	Involved Partners No <sup>3</sup>
WP1	PROJECT START-UP AND MANAGEMENT	LP	ALL
WP2	IDENTIFICATION OF THEMATIC ITINERARIES	LP	ALL
WP3	CAPACITY BUILDING FOR THE PROVISION OF SERVICES AND SUPPORT FOR SUSTAINABLE TOURISM	P3	ALL
WP4	SHARED PROMOTION AND MARKETING ACTIVITIES	P2	ALL
WP5	SHARED STRATEGY AND MANAGEMENT MODEL	LP	ALL
WP6	INFORMATION AND DISSEMINATION	LP	ALL
Minimum Workpackages 3			

<sup>1</sup> Workpackage number: WP - WPn

<sup>2</sup> Number of the project partner responsible for this workpackage

<sup>3</sup> Number of project partners participating in this workpackage

## 26. ACTION PLAN

Work-package No	Action No	Start (mm/yy)	End (mm/yy)	Description of activities, components, means	Responsible Partner No	Involved Partners No	Location	Expected output / deliverables	Costs (in EUR)
WP1	1.1	06/05	05/06	Preparation of Project Proposal; Preliminary meeting with partners and Inter-Partner Workshop	LP	ALL	Benevento,	a. Project proposal b. 2 day Inter-partner Workshop	22.000
	1.2	06/06	07/06	Start-up: establishment of Partnership and Financial Agreement(s) Define the Working Plan, Internal Regulations and a common methodology (ISO 9001:2000 for project management) Initial meeting of the Steering Committee and institution of the Inter-Partner Management Committee (IPMC) and Inter-Partner Technical Secretariat Adoption of Internal Regulations and procedures	LP	ALL	Benevento	a. Partnership and Financial Agreement(s) b. Work Plan c. Strategic Guidelines d. Operational procedures e. Memorandum of understanding f. SC Minutes g. Internal regulation	19.300
	1.3	06/06	12/07	Coordination of partnership management activities and technical assistance for technical reports and budgetary aspects; operational general costs; external auditor	LP	ALL	Benevento	a. Coordination of Transnational Partnership b. Preparation of activity and budgetary reports as required for submission to Managing Authority c. External audit	122.000
	1.4	07/06	12/07	Activate and manage a web-based informatics platform for the management of project documentation and communication	LP	LP	Benevento	a. Web-based informatics platform	12,000
	1.5	11/06	11/06	Second meeting of the Steering Committee First review of work plan Definition of procedures for monitoring the project implementation	P2	ALL	Region of East Macedonia and Thrace	a. SC Minutes b. Revised Work Plan and Methodology c. Definition of monitoring procedures	21.100

	1.6	05/07	05/07	Third meeting of the Steering Committee Second review of work plan Evaluation of the project implementation	P4	ALL	Heraklion	a. SC Minutes b. Revised Work Plan c. Mid term Evaluation Report	15.000
	1.7	12/07	12/07	Final meeting of the Steering Committee	LP	ALL	Benevento	a. SC Minutes b. Final Evaluation Report	14.700
WP2	2.1	07/06	10/06	Shared research methodology and analysis of territories and definition of transnational thematic itineraries	P4	ALL	ALL	a. Comparative analysis of territories b. definition of transnational thematic itineraries	39.000
	2.2	10/06	12/06	Link thematic itineraries to SMEs in relevant sectors – thematic workshops with local stakeholders	LP	ALL	ALL	a. Parallel session workshops in each territory b. SME database for thematic Itineraries	40.000
	2.3	10/06	11/06	SWOT analysis of tourism supply	LP	ALL	ALL	a. Comparative analysis of tourism supply	12.000
	2.4	11/06	04/07	Identify appropriate markets for the itineraries Identification of best practices in each partner Definition of a shared transferable model for thematic tourism in rural area	LP	ALL	ALL	a. Market analysis b. Transferable model for thematic tourism	30.000
	2.5	11/06	03/07	Identification of criteria for the definition of Pilot Quality Charter for Rural Tourism through appraisal of environmental, quality and ethical conditions and indicators and comparison of appropriateness of certification tools (EMAS, Agenda 21, Eco-labelling, Food Quality and Provenance Certification, Sustainable Tourism Certification, ISO 9000, ISO 14000, SA 8000 etc.) Define common criteria for way-marking and signing Informative workshops with local operators	LP	ALL	ALL	a. Comparison and analysis of certification tools b. Definition of criteria for way-marking and signing c. Workshops with local operators	30.000
	2.6	11/06	01/07	Activate web-site for the Promotion of thematic itineraries	LP	ALL	ALL	a. activation of web-site with access to SME database b. links to partner sites c. integrated e-itineraries	40.000

WP3	3.1	12/06	01/07	SWOT analysis of public services and infrastructures in rural areas	P3	ALL	ALL	a. Comparative analysis of provision of services	12.000
	3.2	01/07	02/07	Definition of actions or interventions to improve access to information and alternative accessibility	P3	ALL	ALL	a. Identification of actions to improve access to information and alternative accessibility	12.000
	3.3	01/07	04/07	Appraise best practices in local administrations' capacity to support SMEs in the relevant sectors	LP	ALL	ALL	a. Exchange of best practices	12.000
	3.4	04/07	07/07	Identify local actions to reinforce local administrations' capacity to support SMEs in the relevant sectors	P3	ALL	ALL	a. Local Action Plans for capacity building	10.000
WP4	4.1	09/06	11/06	Exchange best practices in promotion and marketing	P2	ALL	ALL	a. Promotion and marketing best practices	12.000
	4.2	11/06	01/07	Develop joint marketing plan	P2	ALL	ALL	a. Common Marketing Plan including e-marketing	20.000
	4.3	12/06	11/07	Prepare promotional materials – brochures and e-products	P2	ALL	ALL	a. Production of Brochures b. Production of CD-Rom c. Virtual Tours	166.700
	4.4	02/07	10/07	Experiment and monitor Common Marketing Plan	P2	ALL	ALL	a. Analysis of impact of Common marketing plan	20.000
WP5	5.1	10/06	11/06	Appraise the existing management practices and procedures of each partner	LP	ALL	ALL	a. Management practice and procedure reports (1 for each partner)	16.000
	5.2	10/06	12/06	Comparison of visitor management frameworks (LAC, VIM, VERP, VAMP, ROS) and assessment of their appropriateness for the ARCHIMED area	LP	ALL	ALL	a. Comparative analysis of visitor management frameworks	10.000



	5.3	12/06	07/07	Develop a shared strategy for the management of rural tourism and territorial marketing	LP	ALL	ALL	a. Definition of a shared strategy for the management of rural tourism and territorial marketing	9.000
	5.4	09/07	11/07	Evaluate the strategy to define a model that can be mainstreamed and reproduced in other Archimed regions	LP	ALL	ALL	a. Development of a transferable management model for other regions	9.300
	5.5	10/07	11/07	Adopt and mainstream the Integrated Quality Management model	LP	ALL	ALL	a. Local Management Model Reports	10.000
WP6	6.1	09/06	02/07	Draw up Dissemination Plan Set up, update and manage dedicated website linked to all Partners, to local tourism public agencies and to the EC's Official website and translated in each partner language. Create a multilingual newsletter linked to the website	LP	ALL	ALL	a. Multilingual Project Website b. Multi-lingual newsletter	45.000
	6.2	09/06	09/07	Create information materials for local stakeholders	LP	ALL	ALL	a. Information leaflets in partner languages b. Dissemination materials	50.000
	6.3	12/06	12/06	Initial seminars to present the project and website in each Region	LP	ALL	ALL	a. Seminars in each Region	20.000
	6.4	09/07	10/07	Preparation of a brochure by the Steering Committee to disseminate results	LP	ALL	ALL	a. Brochures in all partner languages and English	8.400
	6.5	10/07	12/07	Organisation of Final Seminars in each Region for public and private stakeholders Final Interregional Conference	LP	ALL	ALL	a. Final Seminars in each Partner Region b) Final Conference	33.000

**27. PROJECT CATEGORIES<sup>4</sup>**

	Types of project categories	Relevant activities carried out by the project
1.	Networks	<b>Network of partners for IQM in rural tourism</b> <b>Creation of a network of thematic tourist routes</b>
2.	Studies	<b>Analysis of tourism supply in rural areas</b> <b>Market Analysis</b> <b>Comparative Survey of Certification tools and visitor management frameworks</b> <b>Analysis of services and infrastructures linked to the tourist sector in the rural areas</b> <b>Survey of way-making and signing</b>
3.	Pilot actions	<b>Pilot implementation of a tourism charter to certify quality and sustainability to be agreed with local operators</b> <b>Local Action Plans</b> <b>Joint Marketing Plan</b>
4.	Exchange of know how	<b>Development of transnational thematic tourist routes</b> <b>Best practices in public administration action in supporting local operators</b> <b>Best practices in promotional and marketing activities</b>
5.	Information activities	<b>Implementation of dedicated multi-lingual web-site</b> <b>Development of marketing plan</b> <b>Workshops for local operators</b> <b>Publication of brochures</b> <b>Dissemination of results through partners' websites</b> <b>Information seminars for local public and private stakeholders</b> <b>Final interregional conference</b>

<sup>4</sup> In order for a project to be eligible, it must consist of at least two of the types of project categories.

**28. DELIVERABLES per PARTNER**

P No	Name of the Partner	Work-package No	Action No	Deliverables	Start (mm/yy)	End (mm/yy)	Cost (in EUR)
LP	Province of Benevento	WP1	all	Project preparation, Partner workshop, Partner Agreements, Work Plan, Strategic Guidelines, Memorandum of Understanding, SC Minutes, Internal Regulations, Steering Committee Meetings and Study Visits Web-based informatics platform, Mid-term Report, Final Report	06/05	12/07	120.000
		WP2	all	Comparative analysis of territories, definition of thematic itineraries, comparative analysis of supply, territorial workshops, SME database, market analysis, model for thematic tourism, comparison of certification tools, promotional website, integrated e-itineraries	07/06	04/07	52.000
		WP3	all	Comparative analysis of provision of services, Exchange of best practices, Local Action Plans for capacity building	12/06	06/07	19.350
		WP4	all	Common Marketing Plan, Production of Brochures Production of CD-Rom, Virtual Tours, Analysis of impact of Common marketing plan	09/06	11/07	69.650
		WP5	all	Management practice and procedure report, Comparative analysis of visitor management frameworks, Joint strategy for the management of rural tourism and territorial marketing, IQM Model and Report	10/06	11/07	9.300
		WP6	all	Multi- lingual Project Website and newsletter, Information leaflets, Dissemination materials, Presentation Seminar, Brochures in all partner languages and English, Final Conference	09/06	12/07	44.700
		P2	Region of East Macedonia and Thrace	WP1	all	Partner Agreements, Work Plan, Strategic Guidelines, Memorandum of Understanding, SC Minutes, Internal Regulations, Steering Committee Meetings and Study Visits Web-based informatics platform, Mid-term Report, Final Report	06/06

		WP2	all	Comparative analysis of territories, definition of thematic itineraries, comparative analysis of supply, territorial workshops, SME database, market analysis, model for thematic tourism, comparison of certification tools, promotional website, integrated e-itineraries	07/06	04/07	49.900
		WP3	all	Comparative analysis of provision of services, Exchange of best practices, Local Action Plans for capacity building	12/06	06/07	15.000
		WP4	all	Common Marketing Plan, Production of Brochures Production of CD-Rom, Virtual Tours, Analysis of impact of Common marketing plan	09/06	11/07	76.100
		WP5	all	Management practice and procedure report, Comparative analysis of visitor management frameworks, Joint strategy for the management of rural tourism and territorial marketing, IQM Model and Report	10/06	11/07	19.000
		WP6	all	Multi- lingual Project Website and newsletter, Information leaflets, Dissemination materials, Presentation Seminar, Brochures in all partner languages and English, Final Conference	09/06	12/07	36.250
P3	Heraklion Prefecture Authority	WP1	all	Partner Agreements, Work Plan, Strategic Guidelines, Memorandum of Understanding, SC Minutes, Internal Regulations, Steering Committee Meetings and Study Visits Web-based informatics platform, Mid-term Report, Final Report	06/06	12/07	42.000
		WP2	all	Comparative analysis of territories, definition of thematic itineraries, comparative analysis of supply, territorial workshops, SME database, market analysis, model for thematic tourism, comparison of certification tools, promotional website, integrated e-itineraries	07/06	04/07	58.200
		WP3	all	Comparative analysis of provision of services, Manual of best practices, Local Action Plans for capacity building	12/06	06/07	7.750
		WP4	all	Common Marketing Plan, Production of Brochures Production of CD-Rom, Virtual Tours, Analysis of impact of Common marketing plan	09/06	11/07	53.000

		WP5	all	Management practice and procedure report, Comparative analysis of visitor management frameworks, Joint strategy for the management of rural tourism and territorial marketing, IQM Model and Report	10/06	11/07	15.000
		WP6	all	Multi- lingual Project Website and newsletter, Information leaflets, Dissemination materials Presentation Seminar, Brochures in all partner languages and English, Final Conference	09/06	12/07	60.300
P4	National Park of Cilento and Vallo of Diano	WP1	all	Partner Agreements, Work Plan, Strategic Guidelines, Memorandum of Understanding, SC Minutes, Internal Regulations, Steering Committee Meetings and Study Visits Web-based informatics platform, Mid-term Report, Final Report	06/06	12/07	24.100
		WP2	all	Comparative analysis of territories, definition of thematic itineraries, comparative analysis of supply, territorial workshops, SME database, market analysis, model for thematic tourism, comparison of certification tools, promotional website, integrated e-itineraries	07/06	04/07	30.900
		WP3	all	Comparative analysis of provision of services, Exchange of best practices, Local Action Plans for capacity building	12/06	06/07	3.900
		WP4	all	Common Marketing Plan, Production of Brochures Production of CD-Rom, Virtual Tours, Analysis of impact of Common marketing plan	09/06	11/07	19.950
		WP5	all	Management practice and procedure report, Comparative analysis of visitor management frameworks, Joint strategy for the management of rural tourism and territorial marketing, IQM Model and Report	10/06	11/07	11.000
		WP6	all	Multi- lingual Project Website and newsletter, Information leaflets, Dissemination materials, Presentation Seminar, Brochures in all partner languages and English, Final Conference	09/06	12/07	15.150

29. TIME TABLE

Year	2005												2006												2007												2008																					
Months	jan	feb	mar	apr	may	jun	jul	aug	sen	oct	nov	dec	jan	feb	mar	Apr	may	jun	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec										
No months (1,2,3,...)*					1	2	3	4	5	6							7	8	9	10	11	12	13	14						15	16	17	18	19	20	21	22	23	24	25	26																	
- Work Package 1																																																										
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- Action 3.4																																																										
- Work Package 4																																																										
- Action 4.1																																																										
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- Action 4.3																																																										
- Action 4.4																																																										
- Work Package																																																										



30. LOCATION OF PROJECT				
31. MEMBER-STATE	32. REGION (NUTS II)	33. PREFECTURE / DISTRICT (NUTS III)	34. MUNICIPALITY	35. BUDGET
Italy		BENEVENTO		315.000
Greece	EAST MACEDONIA AND THRACE			236.250
Greece		HERAKLION		236.250
Italy		SALERNO		105.000
TOTAL				892.500

**36. DOES THE FINAL BENEFICIARY OWN OR HAVE USER RIGHTS ON THE REAL ESTATE WHERE THE PROJECT WILL TAKE PLACE?**

The project does not include any built infrastructures.

**37. WILL THE PROJECT BE FULLY OPERATIONAL AFTER THE COMPLETION OF THE IMPLEMENTATION?**

The project will be fully operational after completion. The strategies for integrated rural tourism will be mainstreamed into the public administrations' activities and the website will continue to be updated and operative through the partners' websites. The IQM model and the pilot actions will be promoted to other rural areas with significant potential for tourism.

**38. IS THE PROJECT LINKED TO OTHER PROJECTS CO-FINANCED BY STRUCTURAL FUNDS OR PUBLIC WORKS?**

The territories are all functionally linked to other projects that are being implemented in the framework of the 2000-2006 Regional Operational Programmes, providing technical, administrative and financial assistance to local economic actors.

The Province of Benevento and National Park of Cilento are implementing Integrated Projects for sustainable rural development.

The Region of East Macedonia and Thrace includes sustainable rural development and the improvement of tourist supply among its priorities.

The narrowing of disparities between coastal and interior areas is a priority for the Region of Crete.

The rural areas involved all are experiencing through the Programmes financed by Structural Funds increasing economic diversification and the growth of activities in the sector of tourism. The added value of the project lies in enhancing the management capacities of the local administrations through the international exchange of experience in the identification of strategies and tools, the joint development of management models and the experimentation of pilot actions with local stakeholders.



**39. TRANSNATIONAL CHARACTER OF THE PROJECT** (a maximum of 1000 characters)

The project targets can be attained by a transnational approach in the following terms:

- The exchange of experience and best practices will enhance analysis as well as the development and mainstreaming of an integrated quality management model for the local authorities participating in the network for rural tourism
- The creation of a stable network of administrations responsible for sustainable rural development
- The creation of a network of thematic tourist routes for transnational promotion
- Finding innovative solutions for problems of accessibility and awareness through shared supply and visitor management analysis and to ascertain the transferability of the pilot action to other regions and develop criteria for a quality charter for rural tourism that is shared by local operators
- Sharing services for the tourism industry (including the web-site and quality charter ) embodying a transnational investment;
- Sharing experiments for territorial marketing at international levels
- Ensuring the capacity building of local administrations through an experimental cooperative joined-up approach based on peer experience.

**40. DOES THE PROJECT COMPLY WITH THE STRATEGY OF THE PROGRAMME?** (a maximum of 500 characters)

The aim of Interreg/Archimed lies in building a privileged relationship between territorial actors on a mutual commitment to common values. The objective is sharing methodologies for good governance and the promotion of common instruments for market economy and sustainable development. This requires efficient and integrated actions at local levels. Only if the Archimed administrations are able to handle complex strategies for the development of their rural areas – the aim of I-TRACE - will they take full advantage of closer relations with wealthy areas and improved market access.

**41. DOES THE PROJECT COMPLY WITH THE STRATEGY OF THE AXIS:** (a maximum of 500 characters)

I-Trace fully complies with the strategy of the axis as it aims to promote a balanced development of lagging and isolated rural areas with significant natural and cultural assets in the Archimed area. The use of the IQM tool as a management instrument in the context of rural tourism encourages dialogue between the relevant public administrations and the convergence of spatial policies towards the common goal of a harmonious balance of urban and rural territories.

**42. DOES THE PROJECT COMPLY WITH THE STRATEGY OF THE MEASURE:** (a maximum of 500 characters)

Under the new regional EU programmes, a closer integration of interventions is proposed for the implementation of the Lisbon and Gothenburg priorities. I-TRACE, carried out in partnership and focused on IQM, will promote joint solutions to spatial organisation of economic activities in geographically isolated areas. Relations between public bodies and a network of services can support the development of specific rural potentialities through complementarities.

Moreover, the adoption of a common strategy and mainstreaming of IQM enhances public administration modernisation.

**43. NEEDS ADDRESSED BY THE PROJECT** (a maximum of 2000 characters)

The development of rural tourist services and their promotion has been ad hoc, ignoring the true potential of local resources and sustainability. Generally, there has been an absence of structured communication between local administrators and the local economic operators who are wary of forming networks to provide a more structured product and effectively market the territory. Nor have territories adopted appropriate strategies for assessing visitor satisfaction. Recently, local administrations have started to develop different local strategies to promote rural tourism which could be usefully shared and will have added value if part of cooperative and joined-up thinking and planning.

ICT marketing technologies still need to be fully exploited. Information, access and clear quality criteria continue to be weaknesses in the tourist supply.

The rural areas involved all have good links to urban centres and, with agriculture continuing to play a significant role, are experiencing increasing economic diversification and the growth of activities in the sector of tourism. However, highly dispersed populations, poor technical infrastructures, inadequate integration between services, a lack of links with the rest of the economy and inadequate promotion constitute structural weaknesses in all cases, that ignores the true potential of local resources and sustainability. Generally, an absence of structured communication between local administrators and local economic operators has consolidated these weaknesses.

Addressing this diversity of problems, and helping regions to restructure and generate new activities in accordance with the renewed Lisbon agenda is the challenge that lies ahead. Recently, these local administrations, fostered by EU cohesion policies, have started to develop integrated strategies to promote rural tourism. Each of these areas has identified sustainable rural tourism as a strategic priority. Transnational partnership can help additionally to create sustainable local strategies, by ensuring wider promotion for local policies renewing and regenerating rural areas.

**44. DETAILED INFORMATION ON THE PROJECT'S SUSTAINABILITY OF RESULTS- FOLLOW UP AFTER FINALIZATION**

(a maximum of 1000 characters)

The local rural population will directly benefit from the project as job and growth opportunities will be provided in the rural areas that are based on their cultural natural resources and through the enhancement of their traditions and cultures. Local economic stakeholders will benefit from the integrated support provided by local administrations. The local population and visitors will benefit from an organised, sustainable use of natural resources .

The partners will continue to collaborate after completion through the permanent networks established .

After the project's finalisation, the integrated approach used for developing joint strategy documents, the Local Action Plans and the established networks shall be used by the partners and stakeholders to mainstream IQM and set new strategies. It will be a benchmark and practical example for sustainable rural tourism strategies for other local administrations. Project results will be easily transferable due to the different features and characteristics of each partner which means that different needs and scenarios have been taken into account reflecting the diverse ARCHIMED rural territories.

**45. INFORMATION & PUBLICITY** (a maximum of 1000 characters)

The IPMC will draw up a European, national and regional Dissemination Plan, in line with the indications of the Steering Committee, to ensure the project:

- communicates results to widest possible audience
- targets specific audiences that will benefit from the results including different categories of end users and decision makers
- establishes a coordinated approach to maximise effect

Project information will be published in the project website activated by the LP, linked to Partner websites. Information documents in English will be translated into Partner languages and distributed to local stakeholders and public bodies. A common framework and style will be adopted.

Each Partner will organise 4 local seminars to disseminate knowledge and involve local stakeholders and public bodies. During public events, information leaflets and brochures will be distributed. Other publicity will include reports and newsletters.

A final Conference will be organized by the LP with participants from the Archimed area, including regional public bodies responsible for IQM and territorial marketing.

All information material will comply with the Programme publicity rules.

**46. COMPATIBILITY WITH EUROPEAN STRATEGY ON EMPLOYMENT (LISBON AGENDA)** (a maximum of 500 characters)

In terms of employment the project highlights the following priorities:

- retain more people in rural areas;
- modernise economic systems;
- improve adaptability of workers and enterprises;
- diversify agricultural activities;
- increase investment in human capital through exchange of best practices.

In line with the Lisbon principles, appropriate attention is given to the improvement of efficiency in public administrations, and the modernisation of instruments and enhancement of human capital.

**47. MANNER OF IMPLEMENTING EQUAL OPPORTUNITY PRINCIPLES** (a maximum of 500 characters)

The objective of equality between men and women is pursued at all stages of the project. In particular one of the pre-conditions for assuring equality is ensuring economic growth. Furthermore equal opportunities will encourage growth in the lagging rural regions and reinforce their economy. These are an important factor in the performance of many tourism enterprises. The emphasis on local cultural resources and traditional products reinforces the value of traditional female occupations and affects attractiveness for tourists.

**48. COMPATIBILITY WITH EUROPEAN POLICY ON ENVIRONMENT (GOTHENBURG AGENDA) (a maximum of 500 characters)**

The integrated promotion of natural and cultural resources for economic growth is fully coherent with EU environment policy. Adopting and mainstreaming the IQM model can ensure the long-term sustainability of economic rural planning and stimulate innovation and job creation. The IQM model promotes innovative organisation and a landscape approach to integrate land-use planning, rehabilitate the environment, and include natural and cultural assets in rural development. All project actions will have a positive direct impact on the environment.

**49. COHERENCE WITH THE SPATIAL DEVELOPMENT POLICY OF ESDP (a maximum of 500 characters)**

Taking account of the territorial dimension of the EU policy, the project includes measures (IQM) supporting the preparation of regional and national strategic plans towards a more balanced urban/rural relationship. The key partners responsible for territorial planning have an important role to play in achieving these objectives, also stated by the new Structural Funds Regional Programmes. Enhancing the commitment of the private sector will support the economic process between diversification of rural activities towards tourism.

**50. COHERENCE WITH OTHER EU POLICIES (a maximum of 500 characters)**

The project is in line with

- art. 158 of the Treaty aiming at reducing disparities between regions and the backwardness of the least favoured regions
- Objective 1 reform as part of CAP reform (integrating agriculture and tourism)
- Commission Communication Cohesion Policy in Support of Growth and Jobs: Community Strategic Guidelines, 2007-2013 COM(2005) 0299.
- IQM mainstreaming is recommended in the Commission Report Towards quality rural tourism: Integrated Quality Management of rural destinations (2000).

The project provides added value to Leader II rural innovation projects.

**51. COMPATIBILITY WITH NATIONAL AND REGIONAL POLICIES** (a maximum of 1000 characters)

Outside Objective 1, and measures introduced by the principles of the Conference of Rio; Agenda 21; Treaty of Maastricht, and the Pan-European Ecological Network, the EU national and regional programmes for rural development emphasise the agri-environment as part of the 1992 CAP reform for a competitive agricultural sector respecting the environment, diversification of agricultural activities and the promotion of multi-functional rural areas preserving the European rural heritage.

Italian policy highlights this policy promoting integrated strategies for natural and rural areas (Ecological Network). The Campania Region ("Guidelines for the Territorial Planning" 2001) encourages the coordination between environmental planning and territorial and sectoral programmes.

Greece has established a national reference framework for issues relating to rural tourism (AGROTOURISTIKI). At regional level, in Crete, attention is now being paid to environmental planning with the encouragement of environmentally-friendly initiatives in tourism and green practices.

<b>EXPECTED OUTPUTS (contributing to the aims of the Measure)</b>			
52.INDICATOR CODE*	53. INDICATOR	54. UNIT OF MEASUREMENT	55. TARGET VALUE
	Exchange of experience and know-how	number	3
	Collaborative networks between rural and tourism areas	Number	2
	Studies	Number	5
	Pilot Actions and Local Action Plans	Number	4
	Interregional thematic itineraries	Number	5
	Multi-lingual Promotional Web-site	Number	1
	Workshops with local public and private stakeholders	Number	8
	SME Databases	Number	4
	Thematic Brochures	Number	4.000
<p>Comments</p> <p>The main outputs of I-TRACE will be the creation and promotion of 5 transnational thematic itineraries; a Pilot Rural Tourism Quality Charter; Joint Marketing Plan; 4 Local Action Plans; a stable transnational network of public authorities for territorial marketing and the adoption of the IQM model.</p>			

<b>EXPECTED RESULTS (contributing to the Priority Axis or Measure)</b>			
56. INDICATOR CODE*	57. INDICATOR	58. UNIT OF MEASUREMENT	59. TARGET VALUE
	Areas/Regions being networked	Number	4
	Jobs created during the implementation of the project	Labour in man-years	5
	Thematic routes networked	Number	5
	IQM model adopted	Number	4
	SME networks	Number	4
<p>Comments</p> <p>The short-term impact envisaged is promoting the IQM model in other rural areas and consequently enhancing local supply for a national and international Market demand and increasing job opportunities.</p>			

EXPECTED IMPACTS			
60.INDICATOR CODE**	61. INDICATOR	62. UNIT OF MEASUREMENT	63. TARGET VALUE
	New full time jobs	number	3
	Modernisation of public administrations' management in adopting IQM	Number	4
	Adoption of Quality Certification	Number	4

Comments

The long-term impact is envisaged to be a better understanding of the value of natural and cultural resources in rural areas among local stakeholders and visitors, joined-up thinking and planning in development issues, and an increase in sustainable rural tourism.





**64. MATURITY OF THE PROJECT (preparatory activities, administrative activities undertaken, etc.)** (a maximum of 2500 characters)

After the adoption of Agenda 2000, local Authorities extended the reform of the agro-ecological policies begun in 1992. In general, the need to integrate environmental considerations in regional development policy has been acknowledged as an obligation for territorial planning, but this has not been sufficiently linked to regional economic development tools. In some regions, furthermore, European norms were regarded as being more restrictive than national norms (especially in the South of Europe) introducing procedures which are too bureaucratic. Implementing the Objective 1 Regional Programmes has finally fostered good governance in a number of Southern Regions and enhanced the application of sustainable development principles in the Regional Economic Programmes.

In particular some rural areas have emphasised the multiplier effects of improving the ability of the agricultural strategy to provide a balance to urban markets, by an integration of EAGGF-Guidance actions and ERDF policies (as is the case of a number of Campania integrated programmes).

All the public administrations involved in the project have the competence and maturity to administer integrated programmes. They all have consolidated experience in territorial planning and the management of actions to foster sustainable rural development. Balanced spatial development is a key priority for all the partners.

Co-operation has been planned between partners over the last six months on the basis of their similar needs and complementary characteristics. The partners involved in the project have developed a strong awareness and understanding of rural development and the challenges for geographically isolated areas, together with awareness of new services, investments and know-how. The project strategy will contribute to consolidating rural development and creating a coherent framework for adapting the territories to the characteristics of the new Mediterranean economic challenges, based mainly on tourism development and integrated quality management.

The Archimed initiative has served to focus the efforts of the local public bodies and the needs of local stakeholders in a single approach to define preliminary common objectives and actions.

The respect for the different approaches, experience and knowledge of the partner organisations involved is particularly important in this process.

As no infrastructures, land acquisition rent or other material facilities are needed for the project implementation no special prerequisites are required.

Please add the financial tables from the excel file.