INTERREG V-B Adriatic-Ionian ADRION Programme 2014-2020

Second Call for Proposal - Priority Axis 2

Application Form

PART A - Project summary

Project identification

Programme priority	2) Sustainable Region
Programme priority specific objective	Promote the sustainable valorisation and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area
Project acronym	ADRILINK
Project title	Adriatic Landscape Interpretation Network
Project number	1108
Name of the lead partner organisation in original language	Comune di Jesi
Name of the lead partner organisation in English	Municipality of Jesi
Project duration	30 months 0 days
Start date	01.02.2020
End date	31.07.2022

A.1 Project summary

Please give a short overview of the project and describe the common challenge of the Programme area you are jointly tackling in your project. Within the selected Programme priority specific objective, please clearly specify the Specific Objective and the topic(s) addressed by the project; in case the project addresses two Topics, please provide a sound justification. Please also describe the overall objective of the project and the expected change your project will make to the current situation; the main outputs you will produce and who will benefit from them; the approach you plan to take and why is transnational approach needed; what is new/original about it?

ADRION area is well-established tourism destination with intensive short summer season, but limited tourism in other parts of the year. However, potentials for developing all year tourism destinations are many and natural, cultural, historical heritage sites and local realities can play an important role: this is the main project challenge.

ADRILINK general objective is to promote Landscape Tourism in Adriatic Region through the creation of a network of Landscape Interpretation Centres, conceived as nodal points of selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions. The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorization of natural and cultural landscapes as common assets that can be visited throughout the year.

By promoting activities for valorising European natural and cultural heritage as key layer of human well-being, the project contributes to strengthen the Adriatic Region Identity as unique touristic destination. It is conceived as a "Community-Based Project" where the community is the key actor in "thinking/rethinking" its own landscape, using different interpretative keys as history and arts, culture, crafts, paths and traditions, tipicality in order to rebuild its own past, understand the present and plan the future as well.

ADRILINK's main outputs are: (1) Establishment of Adriatic Network for Tourism on Landscape; (2) a Common Sustainable Strategy for Adriatic Landscape Destination System; (3) a System of new Adriatic itineraries and roots based on the interpretation of Landscape; (4)a Digital platform and app for Adriatic Tourism;(5)10 LICs equipped with smart technologies applications and innovative ICT solutions;(6) Organization of "Landscape Days" as unique integrated circuit-event along the Adriatic Region.

PART B - Project partners

Project partners overview

Partner No.	Partner ID	Partner name	Abbreviation	Total ERDF/IPAII budget	Total budget	Country	Legal Status
1	11773	Municipality of Jesi	JESI	316 596.10	372 466.00	ITALIA	public
2	11774	CORILA - Consortium for Managing Research Activities in the Venice Lagoon	CORILA	144 350.57	169 824.20	ITALIA	public
3	11775	Albanian Development Fund	ADF	208 348.60	245 116.00	ALBANIA	public
4	11776	City of Gradiška	Gradiška	172 453.10	202 886.00	BOSNIA AND HERZEGOVINA	public
5	11777	PUBLIC INSTITUTION NATIONAL PARK „SUTJESKA"	NP Sutjeska	139 891.30	164 578.00	BOSNIA AND HERZEGOVINA	public
6	11778	Early Childhood Education, Social Policy and Sports Agency of Serres Municipality	O.P.A.K.P.A	186 867.40	219 844.00	ΕΛΛΑΔΑ (ELLADA)	public
7	11779	Municipality Moscenicka Draga	MOSCENICKA DRAGA	162 705.30	191 418.00	HRVATSKA	public
8	11780	Vrsar Tourist Board	TZO Vrsar	201 865.22	237 488.50	HRVATSKA	public
9	11781	Tourist Organization of Sremska Mitrovica	Sremska Mitrovica	169 445.80	199 348.00	SERBIA	public
10	11782	Development centre Murska Sobota	RC MS	209 348.20	246 292.00	SLOVENIJA	public
11	11783	Municipality of Tepelene	TEPELENE	136 158.10	160 186.00	ALBANIA	public

Associated partners overview

Partner No.	Partner ID	Partner name	Associated to Partner ID	Country
12	11784	Marche Region	11773	ITALIA

Work Package: Implementation

WP No.	WP Title	WP start month	WP end month	WP budget
T1	DESIGNING GUIDELINES FOR DEVELOPING LANDSCAPE INTERPRETATION CENTER	Feb-2020	Dec-2020	250 423.00

WP responsible partner	CORILA - Consortium for Managing Research Activities in the Venice Lagoon

Partner involvement	

Partners involved	Name: Municipality of Jesi Role: LP
	Name: CORILA - Consortium for Managing Research Activities in the Venice Lagoon Role: PP
	Name: Albanian Development Fund Role: PP
	Name: City of Gradiška Role: PP
	Name: PUBLIC INSTITUTION NATIONAL PARK „SUTJESKA" Role: PP
	Name: Early Childhood Education, Social Policy and Sports Agency of Serres Municipality Role: PP
	Name: Municipality Moscenicka Draga Role: PP
	Name: Vrsar Tourist Board Role: PP
	Name: Tourist Organization of Sremska Mitrovica Role: PP
	Name: Development centre Murska Sobota Role: PP
	Name: Municipality of Tepelene Role: PP

Summary description and objectives of the work package including explanation of how many partners will be involved. Please clearly describe the role and tasks of each involved partner.

This work package aims at designing a common methodology for the development and implementation of the Landscape Interpretation Centres (LICs) by firstly analyzing the existing situation in terms of resources, peculiarities and territorial strengths and bottlenecks creating the needed knowledge for promoting thematic tourism through the digitalization / distribution of respective content. It also aims at identifying relevant good practices at local, regional, national and international level, extracting proper benchmarks from those successful cases and evaluating project participants against them, so as to define their performance and competences in terms of promoting thematic tourism, providing thus useful directions and stimulus for improvements [A.T1.1/A.T1.2]. The present work package is organized in activities oriented toward the achievement of specific sub-objectives: (i) analysis and mapping of the Adriatic-Ionian landscapes with a deepening on the case studies features/peculiarities [A.T1.1]; (ii) development and strengthen of local capacities about landscape valorization/preservation through the implementation of local "Landscape Days Initiatives [A.T1.2]; (iii) creation of a experts' panel on landscape able of promoting and carry out innovative solutions [A.T1.3]; (iv) development of a common methodology, and related guideline, for the implementation of LICs based on the citizens/stakeholders' needed and perceptions [A. T1.4]; (v) mapping of relevant stakeholders [A.T1.1]. The activities will be coordinated by CORILA with the cooperation of all partners by mean of the T&S Group [A.M.5]. All outputs will be included in a Web Platform [A.T1.3] in terms of contents and digital maps. Additionally, an Transnational Conference on Landscape [A.T1.3] will be organized in the Venice lagoon to share the results achieved during the activities [A.T1.1] and [A.T1.2.].

Main outputs

Please describe the project main outputs that will be delivered based on the activities carried out in this work package. For each project main output a Programme output indicator should be chosen. Please note that they need to have the same measurement unit.					
Project main outputs		**Description of the project main outputs**	**Programme indicator to which the project main outputs contributes**	**Quantity**	**Delivery date**
T1.2	Organization of "Landscape Days"	This output aims at systematizing all initiatives already carry on by each single PPs on the "Landscape" issue, by organizing a public events on landscape in order to increase the number of tourists on the cultural and natural sites of each PPS	COI_2 Increase in expected number of visits to supported sites of cultural and natural heritage and attractions	5 000.00	06.2020
Target groups per main outputs					
Who will use the main outputs			• local public authority • regional public authority • infrastructure and (public) service provider • interest groups including NGOs • higher education and research • education/training centre and school • SME • International organisation under national law • International organisation under inter-national law • General public		
Target groups: how will you involve target groups (and other stakeholders) in the development of the project main outputs?			Stakeholders involvement is a key aspect of Adri-Link project. They are part of the process analysis (firstly) [A.T1.1/T1.2/T2.1] providing data, inputs and knowledge needed to implement LIC Projects [A.T2.2/T2.3/T2.4]. They also will be involved as active economic players, promoters or facilitators interested in concrete implementation and management of the LICs also through coordinated public-private partnerships. Basically the target groups will include sectorial experts, local entities and administration (Majors, councilors and technicians), scientific institution and researchers, local enterprises of the touristic, cultural and food sectors, coordinators of the public and private-sector organisations, Governmental institutions, Tourism-oriented non-governmental organizations. With regard to this WP1, targets groups will be involved in the analysis phase [A.T1.1] by inviting them to the Local Capacity Building events on "Landscape" [A.t1.2] that will be organized in each case study area and to the Transnational Conference on Landscape [A.T1.5] that will be held in the Venice lagoon area. Education/training centres and schools, research institutes will be also involved in this two activities. The targets groups will contribute by providing data, information and experiences about the case study area for supporting the development of the "Guidelines for implementation of a landscape interpretation centres by a partecipative approach" [D.T1.4.1]. The involvement of Infrastructure and public service providers will be very useful for the implementation of the deliverable D.T1.1.3. This WP will help fostering new job opportunities and new businesses, encouraging innovation and innovative services for tourism. For this reason Smes and start ups are also important target stakeholder that will be involved mainly in A.T1.2 / A.T1.3 /A.T1.4. International organizations/institutions are directly involved as final beneficiaries of project outputs and results.		

Durability and transferability of main outputs	
How will the project ensure that the project outputs are applicable and replicable by other organisations/regions/countries outside of the current partnership? Please describe to what extent it will be possible to transfer the outputs to other organisations/regions/countries outside of the current partnership.	The outputs and deliverables achieved with activities T1.1/T1.2/T1.3/T1.4 will be easily used, transferred and applied also by other interested cities and communities not directly involved in the project application. An online DB of best cases [DT1.1.2] will be available on the platform and easily accessible to all web users as well as the training material coming from the results of the "Landscape Days" [D.T1.2.1/DT1.2.1/DT1.2.3]. Thanks to the "Landscape Days" we expect to reach about 5.000 visits (500 tourists per each PP Location). Moreover a detailed Benchmarking Report on Landscape Tourism Development and Opportunities will be implemented in ENG for strengthening the usability and the consultation at international level. Finally, the definition of a common ADRILINK methodology for implementing Landscape Interpretation Centres wil be the major expected output of the WP. In order to ensure its applicability and usefulness, such model will be developed upon on a deep benchmarking analysis on the best cases collected with A.T1.1/DT1.1.2. The Methodology will be duly explained in the digital book "Guidelines for implementation a landscape interpretation centres by a partecipative approach" [D.T1.4.1] built produced by PP2, thank their extremely high knowledge and competences on planning landscape. The methodology will be tested (WP2) by each partner and it will be launched at international level in order to be used and implemented by other possible "Landscape Lovers" Communities. At this scope, an International Conference [A.T1.3] will be organized for presenting the guideline and spreading project results out of the current partnership. International Organizations (ADRION Programme MA/JS, other ETC Programmes MAs, EU Institutions, UNEP/MAP, Adriatic Fora) will be invited to partecipate. Having an institutional role across EU they guarantee a high level of project transferability and replicability on different contexts across EU.
How will the project main outputs be further used once the project has been finalised? Please describe concrete measures (including eg. institutional structures, financial sources etc.) taken during and after project implementation to ensure the durability of the project main outputs. If relevant, please explain who will be responsible and/or the owner of the output.	After the end of the project, DT1.1.1/1.1.2/1.1.3/1.1.4/1.1.5/1.4.1 will remain important tools for other Cities and/or Organizations interested to capitalize the results of the Adri-Link project. These deliverables will be tested by each partner for planning and implementing the LICs. Methodology, designed by PP2, will be approved by the T&S Group during the II Steering Committee and after will be tested by each Link-labs locally. After, both documents will be uploaded on the project platform and they will be easily downloadable by possible users, even after the end of the project. The management of the platform will be on charge of LP, but all PPs are responsible for updating and for the dissemination of project deliverable. At this scope, each partner will dedicate human and financial resources in order increase the popularity of the Adri-link network and of the platform as well. The O.T1.2 is dedicated to this scope. Basically, the main objective of each single Adri-Link Partner is to increase the number of tourists in the pilot areas by offering "emotional experiences" along thematic routes which are able to offer an innovative interpretation of the Adriatic landscapes . This is the real reason which will assure a strong durability of the project results. Indeed, We could say that a "win - win" approach will guarantee a strong involvement of each partner within the network and also after the project finalization.

Please describe activities and deliverables within the work package

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T1.1	ASSESSING EXPERIENCES, BEST PRACTICES AND MAPPING KEY – STAKEHOLDERS	Feb-2020	Sep-2020	87 531.00

The activity A1.1 will aim at Assessing existent Experiences, collecting Best practices and Mapping Key – Stakeholder. CORILA (PP2) will coordinate the research. Each Partner will be responsible for implementing the research about tourism related elements in its own country, while CORILA will perform an analysis of Landscape valorization best practices. The research activity and the assessment process will be targeted to: -Define Cultural and Natural Resources: -Analyse Geomorphology and Transport Infrastructure and Assessment of local ICT status: -Collection of Best Practices on the Promotion of Landscape and Tourism: -Stakeholder analysis and Maps in each region and city partner. A benchmarking of the good practice selected and synthesis of results will be implemented by CORILA in a final report, including data processing, analysis and presentation of the results.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T1.1.1	Reports about the Definition of Cultural and Natural Resources.	Reports about the Definition of Cultural and Natural Resources one for each participating area referring to the analysis of the resources and the identification and collection of relevant content in the participating areas. This Report will be very useful to support the development of thematic itineraries and the Landscape map production [A.T2.2]. Reports will include: (i)Analysis of cultural and natural assets in each participating region; (ii) Identification and collection of relevant content (in digitised form) in each participating region that could be used in the project's implementation. (iii) Content processing and adjustments. Reports will be written in the local language of each partner. A dedicated summary chapter will be provided in English.	10.00	Sep-2020

Deliverable T1.1.2	Assessment of best Initiatives and good practices promoting Thematic Tourism.	An Assessment of Initiatives promoting Thematic Tourism in the participating areas will be implemented, with focus on cultural, sport and gastronomic tourism as well as on the use of Information and Communication Technologies, including the use of mobile applications and social media applications, for the promotion of Thematic Tourism. Reports will include the Identification of Good Practices on the Promotion of Thematic Tourism produced through investigation at local and international level by each project beneficiary. Assesment will include: collection of good practices, codification, analysis, categorisation; Identification of initiatives promoting thematic tourism in the participating regions.Reports will be written in the local language of each partner. Each PP should select 5 Best Practices at least for a total number of 50 cases. A Database of best cases collected will be available on the ADRI LINK platform. A dedicated summary chapter will be provided in English.	50.00	Sep-2020

Deliverable T1.1.3	Reports on the Geomorphology, Transport Infrastructure (accessibility) and ICT status (connectivity).	Reports on the Geomorphology, Transport Infrastructure and ICT status for each participating area presenting and analysing the areas' characteristics, identifying GIS-related content including information about the transport infrastructure (accessibility) as well as the ICT status (connectivity) in each area in order to define the potential of communication networks. The Report will include : (i) Present and analysis of the region's geographic characteristics; (ii) Analysis of the transportation infrastructure in each participating region; (iii) Identification of GIS-related available content in each participating region; (iv)Assessment of local ICT status and identification of local capabilities. Reports will be written in the local language of each partner. A dedicated summary chapter will be provided in English.	10.00	Sep-2020

Deliverable T1.1.4	Stakeholder Analysis for each Region/City partner	The Stakeholder Analysis concretely will produce a reasoned map of all relevant stakeholder to be involved in the process of project implementation. It aims at detecting the key actors who can play a priority role in reaching the project goals. Basically, the report will map and analyse the "categories of interest" to be involved in the Labs activities for designing the LICs. The report will: (i) organize the different key actors with respect to their engagement in the different phases of the project (i) Identify the role that each stakeholder can play in the LICs implementation (iii) Developing an effective strategies of management, based on their needs and their potential impacts on the project implementation; Reports will be written in the local language of each partner. A dedicated summary chapter will be provided in English.	1.00	Sep-2020

Deliverable T1.1.5	Benchmarking Report on Landscape Tourism Development and Opportunities	Benchmarking Analysis including data from all project beneficiaries and the respective areas. Benchmarking analysis will be also completed with a SWOT analisys aimed at highlighting the point of strengthen/weakness opportunities/threatens [SWOT ANLYSIS] for developing an Adriatic Network of Landscape Destinations. It will be a useful document for developing the LIC Guideline [A.T1.4] Benchmarking should answer: - What are benchmark's partners doing that we are not doing? - What can we do to achieve similar and still better results? -How can be used partner results in order to develop our Strategy for LIC implementation? - What is the best way to do? It will be in English and will be coordinate by CORILA with the support of all partners. All partner will translate it in their local languages.	1.00	Sep-2020
Activity number	**Activity title**	**Activity start month**	**Activity end month**	**Activity budget**
Activity T1.2	ORGANIZATION OF THE INITIATIVE "ADRIATIC LANDSCAPE DAYS"	Feb-2020	Dec-2020	75 181.00
Activity T1.2 aims at organizing the Adriatic Landscape Days where a common format of 10 dedicated Capacity Building Seminars (one for each Adri-Link Community) will be organized in order to create at Adriatic level a "shared vision" of " landscape "and to promote landscape as "engine" of local development for Med/Adriatic-Ionian economy. Each seminar will be structured in 2 phases: (i) in-depth study with the involvement of speakers and experts; (ii) an open and participative discussion involving participants. This format will be used to create a fertile ground on which to build the contents of LICs and to support the establishment of LINK Labs. The "days of the Landscape", can also be joint with cultural events, food and wine events, exhibitions and anything else related to the theme of "landscape". The coordination of the entire initiative is in charge of CORILA. PPs are responsible for the implementation and organization of a capacity building seminar in their respective area				
Deliverable number	**Deliverable title**	**Deliverable description**	**Deliverable quantification**	**Deliverable delivery date**

Deliverable T1.2.1	Full Program of the "Adriatic Landscape Days"	The Adriatic Landscape days will be organized one in each territory/Region. The events will have the same structure based on the format produced in the D T1.2.2. The initiatives will foresee 3 main moments: (i) plenary conference in which landscape experts/researchers/operators will introduce themes of discussion; (ii) 3 thematic tables in which will be discussed the local landscape aspects related to natural, cultural and food and culture elements; (iii) participatory mapping to represent the spatial knowledge of local communities about the themes of discussion. In parallel are also foreseen cultural events, food and wine events, exhibitions related to the theme of "landscape". This landscape days will have the main objective to bring citizens and tourists to visit the cultural and natural heritage of each partner as well as to sustain the implementation of the pilot actions. We expect to reach 5.000 visits totally (500 per each PP location). Basically the initiative aims at valorized systemically and transnationally the initiatives already organized by each partner locally.	10.00	May-2020
Deliverable T1.2.2	Format of Capacity Building (Methodology)	Operative format to organize the Capacity Building events. The format will be composed of: (i) guidelines where the phase of the events will be shortly described in terms of phases contents, objectives, timing and material that must be used; (ii) available material description and utilization; (iii) cluster of "stakeholders" that must be present at the event	1.00	May-2020

Deliverable T1.2.3	Training Material, Papers, Pictures, Key Advises	Ad hoc material will be produced to realize the events and as a product of the events. Before the events each local partner that will implement the action will be provided with: (i) power point template for conference presentation; (ii) table for participatory mapping; (iii) a template to collect information from participants. After the events will produced: (i) pictures; (ii) advertising poster; (iii) events program; (iv) list of participants; (v) event minute.	10.00	May-2020

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T1.3	ORGANIZATION OF I TRANSNATIONAL CONFERENCE ON "LANDSCAPE"	Apr-2020	Nov-2020	37 590.00

Landscapes provide a large number of functions, services and benefits to communities. The conference will explore the possibility to carry on a new interpretation of landscape: what should future landscapes look like? What types of decision-making processes and knowledge are needed to guide change and future management? How can we negotiate between local stakeholders and external interests and expertise? As example some specific topics will be debated: (i) World Heritage and the changing inter-relationship between tangible and intangible; (ii) Landscape and its social, economic, cultural and ecological approaches; (iii) Landscape types (designed, organically evolved and associative cultural landscapes) and their sustainability and role in tourism; (iv) Planning and managing landscapes including Cultural Ecosystem Services; (v) Individual and social well-being;vi) Innovative technologies applied in traveling. The conference will be organized in the Venice lagoon area by CORILA (PP2),

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T1.3.1	Program of the Conference and Report on the final Results/Key Advices	The I International Conference that will be hosted in Venice (Italy, PP2). Target groups: Representatives of Local and National Institutions, Scientists and researchers, Experts and Landscape Planners, Associations, Touristic Associations and agencies, private sector and all relevant stakeholders, will be invited to participate in such conference. The Report will include pictures, papers, key-advices, minutes and each other relevant information and documentation concerning the event.	1.00	Nov-2020

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T1.4	GUIDELINES FOR IMPLEMENTING a LANDSCAPE INTERPRETATION CENTRE BY PARTICIPATIVE APPROACHES	Jun-2020	Dec-2020	50 121.00

Aim of the activity is to construct useful Guidelines for implementing the Landscape Interpretation Centers (LIC) based on a common methodology. The construction of the guidelines will follow a bottom-up methodology by involving pilot areas' local communities through a participative approach. In each pilot area, a specific event for the collection of point of views and information will be organized. The information collected during the "participative" events will be elaborated and intersected with the analysis of the best-practices and of local and regional characteristics in order to identify some base criteria and key-elements for the LICs structuring. Furthermore, a methodology for the LICs contents communication will be also produced based on the information collected during the local meetings. The Guidelines will be easily exportable and applicable in other territorial context.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T1.4.1	ADRI-LINK Guidelines for implementing Landscape Interpretation Centre	Report containing a common methodology for LICs structuring both in terms of contents and usability. The Guidelines will be organized in two parts: (i) process description and main phases. In this section will be explained the theoretical approach identified for the LICs development and the main phases that constitutes the approach; (ii) operative step-by-step guideline for the LICs development. In this section the approach and phases will be declined into operative actions for the development of LICs including also the information, skills and material/tools that must be used in each phase. The guidelines will be addressed to local administrations and operators that aims at implementing the LICs. The guidelines will be in a paper format and a in a digital format.	1.00	Dec-2020

Work Package: Implementation

WP No.	WP Title	WP start month	WP end month	WP budget
T2	IMPLEMENTATION of LICs and ESTABLISHMENT of the ADRIATIC LANDSCAPE INTERPRETATION NETWORK (ADRI-LINK)	Sep-2020	Dec-2021	479 893.50

WP responsible partner	Vrsar Tourist Board
Partner involvement	

	Name: Municipality of Jesi Role: LP
	Name: CORILA - Consortium for Managing Research Activities in the Venice Lagoon Role: PP
	Name: Albanian Development Fund Role: PP
	Name: City of Gradiška Role: PP
	Name: PUBLIC INSTITUTION NATIONAL PARK „SUTJESKA" Role: PP
Partners involved	Name: Early Childhood Education, Social Policy and Sports Agency of Serres Municipality Role: PP
	Name: Municipality Moscenicka Draga Role: PP
	Name: Vrsar Tourist Board Role: PP
	Name: Tourist Organization of Sremska Mitrovica Role: PP
	Name: Development centre Murska Sobota Role: PP
	Name: Municipality of Tepelene Role: PP

Summary description and objectives of the work package including explanation of how many partners will be involved. Please clearly describe the role and tasks of each involved partner.
The WP main objective is to implement one Landscape Interpretation Centre in each pilot area while, at the main time, hopping a LICs network able to promote the Adriatic-Ionian Landscape through an integrated and innovative methodology. The work package will be organized in different activities that, starting from the collection of information, visions and expectation at local level through the establishment of the 10 LINk-Labs [A.T2.1], will elaborate site specific thematic itineraries and landscape maps [A.T2.2] that will be part of each LIC. This activities will be in coordinated by PP8, LP and PP2 . Each PPs will responsible locally for the collection of information from local stakeholders, for the final project of each pilot LIC. The LICs projects will be organized in specific sections: (i) LIC technical design; (ii) LIC thematic strategy; (iii) LIC implementation guidelines; (iv) thematic routes; (v) management of the LIC building process; (vi) LICs Network implementation.

Main outputs

Please describe the project main outputs that will be delivered based on the activities carried out in this work package. For each project main output a Programme output indicator should be chosen. Please note that they need to have the same measurement unit.				
Project main outputs		**Description of the project main outputs**	**Programme indicator to which the project main outputs contributes**	**Quantity**	**Delivery date**
T2.1	Establishment of Adriatic Network for Tourism on Landscape	The network will support the cooperation among each LINK-Labs and will allow an homogeneous implementation of the LICs, which are the nodal infrastructural point of a Innovative Adriatic Network for Tourism on Landscape	OI_6c.1_1 Number of supported transnational cooperation networks	1.00	09.2021
T2.2	A System of new Adriatic itineraries and roots based on the interpretation of Landscape.	An innovative system of tourist-information services functional to promote Adriatic Region as a unique tourist destination able to simultaneously offer art, nature, culture, flavors, aromas and emotions in one big "landscape".	COI_2 Increase in expected number of visits to supported sites of cultural and natural heritage and attractions	5 000.00	09.2021
T2.3	10 Plans for LICs Implementation	Plans will be the final main output of the LINK - Labs and must contain in detail the al technical and narrative contents for the LIC implementation (who?, what?, when?, where? How?)	OI_6c.1_2 Number of strategies and action plans developed in the field of natural and cultural heritage and tourism	10.00	09.2021
Target groups per main outputs				
Who will use the main outputs			• local public authority • sectoral agency • infrastructure and (public) service provider • interest groups including NGOs • higher education and research • education/training centre and school • SME • International organisation under national law • International organisation under inter-national law • General public	

Target groups: how will you involve target groups (and other stakeholders) in the development of the project main outputs?	For successful of the WP (and of the project lastly) extremely important will be the contribute of local stakeholders such as representatives of surrounding municipalities, tourism associations, private companies, private sector, NGOs and other important associations that deal with the promotion of the entire territory. They will be directly involved to the project implementation thank to the ADRI-Link Labs. All stakeholder will be committed by the "Stakeholder Agreement" [D.T2.1.1]. At least, 40 co-design workshops (4 For each Adri-Link Communities) will be organized at local level. The co-design workshops will be participated by around 15/20 stakeholders, selected on the basis of their ability to influence the process and of their interest in the LIC implementation. The Involvement of stakeholders will be lead by the results achieved with the stakeholder analysis carried out with A.T1.1. They will also contribute to the development of the A.T2.2 and A.T2.3. Three representatives of each LINK-Labs (totally 30) will also sign, during the II Transnational Conference [A.T2.5], the Transnational Protocol of Cooperation [D.T2.5.1], which will state the modality of working and sharing information between the stakeholders of each Link LAB through the digital platform for [AT.3.1]. International Organizations (ADRION Programme MA/JS, other ETC Programmes MAs, EU Institutions, UNEP/MAP, Adriatic Fora) will be invited to partecipate at AT2.5. Having an institutional role across EU they guarantee a high level of project transferability and replicability on different contexts across EU.
Durability and transferability of main outputs	
How will the project ensure that the project outputs are applicable and replicable by other organisations/regions/countries outside of the current partnership? Please describe to what extent it will be possible to transfer the outputs to other organisations/regions/countries outside of the current partnership.	The Establishment of a Landscape Interpretation Network for the valorisation of natural and cultural resources and for sustain an integrated Tourism offer in the Adriatic and Ionian regions is the most relevant output of the WP2. The establishment of 10 LINK-Labs and the following implementation of a transnational Network on landscape (WP2) will assure the durability of the achieved outputs also after the project implementation. The LINK-Labs will be a new common instrument for sharing problems, ideas, and finding sustainable measures and innovative solutions for landscape protection and promotion. This new bottom up approach will be guarantee the entire and full involvement of all stakeholders in the finalization of the process and in the subsequent implementation of the actions/measures included in the ten LIC Projects. Each LINK-Labs will be officially formalized with a stakeholder agreement [D.T2.1.1] in which all common intents, objectives and vision will be duly declared and described. In each agreement all involved stakeholders will commit themselves to guarantee adequate resources (human, intellectual e and financial) for the durability of the LABs also after the end of the project life. Furthermore each PPs will be responsible for sustaining the ADRI-LINK Transnational Network through awareness raising actions on "landscape" role in the promotion of touristic (minor) destinations. The main aim of the Network will be to grow up including always more and more affiliated partners [outside of the partnership] able to implement their own local LICs. The Network will involve during the project activities all relevant Touristic Institutions, private players and other existing networks throughout the Adriatic and Ionian Sea Basins by requiring them to join the ADRI-LINK project and promoting actions regarding the education, information and consciousness of the development and promotion of touristic destinations.

How will the project main outputs be further used once the project has been finalised? Please describe concrete measures (including eg. institutional structures, financial sources etc.) taken during and after project implementation to ensure the durability of the project main outputs. If relevant, please explain who will be responsible and/or the owner of the output.	The ADRI-LINK network will continue to promote accessible and sustainable tourism and to demonstrate proofs of barriers lifting, produced within the project's lifetime, to European level and worldwide. Thanks to the network will be possible to widespread the achieved results by ADRILINK Project. The main aim of the Project is create a stable link between territories, people and communities in order to develop an innovative model of interpretation of tourism based on "landscape" as resource to be promoted. The ADRI-LINK Partners will sign a Transnational Protocol of Cooperation during the II Transnational conference organized in Rieka. This Protocol will statute the long term durability of cooperation within the consortium, with the main aim of accelerate the transferibility of the results and to enlarge the network at Mediterranean Level. Potentially each single city or community, interested to be partner in the network could go in, with a local project on landscape interpretation. It could become a nodal point of the network (building a new LIC) or simply being a Point of INterest along the tematich route. Regarding the implementation of each LIC and the management over the time, the analysis and elaboration of BUSINESS AND MANAGEMENT MODEL for ADRI-LINK outputs [A.T2.4], as operational tool to support the implementation and the sustainability of the LIC network over the time, will provide to public and private actors useful information for their durable exploitation and of course for thei replicability in other context and places.

Please describe activities and deliverables within the work package

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T2.1	ESTABLISHMENT OF LINK-LABS	Sep-2020	Dec-2021	120 093.50

Establishment of 10 LINK-Labs (one for each partner) involving local stakeholders and promote the participation of the institutional, economic and social territorial actors with the aim of developing the shared "vision" on the "landscape" theme and the strategic development guidelines on which to build the Project. Link-Labs will be an innovative way of working, where stakeholders from different sectors will work, by stimulating sustainable economy, protecting river resources and ecosystems as well. Responsible for the coordination of each Link-Labs will be the Adri Link-Partners. Each Local LAB could be autonomously organized in specific thematic groups fully dedicated to directly carry on the entire process of interpretation of landscape [A.T2.2 /T.2.3]. Furthermore the Adri-LINK Partners will be also responsible to manage the cooperation between each Labs in the framework of the Adri-LInk Project. Totally 4 WS for each Labs will be organized in each Adri-link community.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date

Deliverable T2.1.1	Stakeholder Agreement for the Establishment of LINK- LABS	The document should be signed by each involved stakeholder and it will state the main principles and objectives of territorial cooperation. Indeed for successful of the ADRILINK project, extremely important will be the contribute of local stakeholders such as representatives of surrounding municipalities, tourism associations, private companies, environmental and other important associations that deal with the promotion of the entire territory. Responsible of the coordination and management of each Labs is the representative of each single PP. Labs will be established by PP1, PP3, PP4, PP5, PP6, PP7, PP8, PP9, PP10, PP11. PP2 an PP12 will support the transnational coordination of the Lab network [see A.T2.5]		10.00	Nov-2020

| Deliverable T2.1.2 | Local Co-design workshops | 40 Workshops (4 For each Adri-Link Communities) (including minutes, presentations, technical results and pictures, etc.) will be organized at local level. The co-design workshops will be participated by around 15/20 stakeholders, selected on the basis of their ability to influence the process and of their interest in the LIC implementation. Involvement of stakeholders will be lead by the results achieved with the stakeholder analysis carried out with A.T1.1. External expertise will be also selected with a public tender in order to support and facilitate the coordination of the labs and the development of the LIC project. The workshops will have the main objective of collecting all inputs (stories, traditions, pictures, etc.) from the community and finally coordinate the design of the final landscape interpretation project. | 40.00 | Dec-2021 |

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T2.2	ELABORATION OF THEMATIC ROUTES AND DEFINITION OF LANDSCAPE MAPS	Sep-2020	Sep-2021	115 000.00

The activity A.T2.2 aims at identifying specific thematic itineraries for each pilot area. The results of the analysis conduced in WPT 1 activities in terms of main cultural and natural elements, territorial strengths, best practices, ICT availability and its potential development will be used to produce a primary version of Landscape maps with potential itineraries. These maps and itineraries will be shared and discussed with local stakeholders during the Link-Labs activities. The results of these interactive moments will allow the development of tailor made thematic itineraries supported by local commitment. For each pilot area will be proposed different itineraries depending on cultural/traditional, natural and eno-gastronomic peculiarities. Innovative and digital itineraries maps will be also produced.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T2.2.1	Pilot areas Landscape maps	Landscape maps will be papery and digital and will show the main landscape's peculiarities in terms of natural, cultural and social add values. One Landscape map for each pilot area will be produced and shared through ADRI-LINK platform.	10.00	May-2021

Deliverable T2.2.2	Pilot areas thematic itineraries	For each pilot area will produced a short digital book describing one or more thematic itineraries. The short books will be composed by a descriptive part, appealing pictures and geographical map.	10.00	Sep-2021
Activity number	**Activity title**	**Activity start month**	**Activity end month**	**Activity budget**
Activity T2.3	DEFINITION OF 10 FINAL PLANS for "LANDSCAPE INTERPRETATION CENTRE"	Mar-2021	Sep-2021	91 000.00

The results of previous activities will be used to develop a final Plans for LIC implementation, one for each pilot area (totally 10). In terms of contents the LICs plan will contain information about site history, most significant natural and cultural elements, tourism activities active stakeholders and defined itineraries. Digital and visual technology will be considered to invest in LICs attractiveness. The 10 final LICs Plans will be constructed using the same structural approach. These LICs could be described as a permanent exhibition about the landscape richness of each pilot area including reception and information service for visitors, presentation of audio-visual material about the area, proposed thematic itineraries [A. T2.2] along with visual and digital elements for learning about local skills.

Deliverable number	**Deliverable title**	**Deliverable description**	**Deliverable quantification**	**Deliverable delivery date**

Activity number	Activity title		Activity start month	Activity end month	Activity budget
Deliverable T2.3.1	Final detailed Plans for LIC Implementation	Plans will be the final main output of the LINK - Labs and must contain in detail the al technical and narrative contents of the LIC project, specifying clearly all the phases (work plan) and the implementation procedures (who?, what?, when?, where?, how?). In particular they will have to indicate: - The general characteristics of the LIC and the strategy of implementation (thematic developed, objectives, expected results, work plan and time plan, technical information, price list, cost estimation, etc.); - Technical details on the place/building selected to host the LIC. Each LIC, as nodal point of the network, should be placed in a specific building/room/area easily accessible to the tourist. The selection of the place is part of the analysis carry on by each PP within the LINK-Labs. - Cultural and narrative contents (texts, pictures, videos, photos, comments, multimedia contents) to be used for producing the storytelling of the project. These content will be used after for creating not only each LIC but also for the content enrichment of the the web/digital platform, the app and in the information system implemented in WPT3. - Detailed information on the ICT infrastructure and technological application (which technologies? which ICT solutions?). Furthermore a technical rendering should be fulfilled in order to better understand the Layout of the equipment and the space exploitation. - Detailed maps of routes and itineraries directly linked to the LIC. They will necessary in order to support the development of the Web/Digital Platform and the smart phone application.	10.00	Sep-2021	
Activity number	**Activity title**	**Activity start month**	**Activity end month**	**Activity budget**	

Activity T2.4	DEFINITION OF BUSINESS AND MANAGEMENT MODEL FOR THE SUSTAINABILITY OF THE CENTRES	Mar-2021	Sep-2021	96 000.00

The action aims to promote the development of an innovative Business and Management Model for supporting the implementation and the sustainability of the LIC network over time. A deep preventive analysis of the possible adoptable solutions will be included in the Guideline produced as deliverable. The Guideline for LIC Management and Sustainability should allow each partner to increase the effective of the LICs' management and to define the best suitable model to be adopted locally. The guideline will analyse the state of art, taking in consideration also the results achieved with activity A.T1.1 [rep.best cases].The main goal is of finding an innovative way to manage LICs that could be for instance the application of the PPP model: organisations coming from some public, private and civic entities/bodies which are engaged in voluntary, mutually beneficial and innovative relations with the aim of dealing/pursuing with social goals by putting together their own resources and competencies

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T2.4.1	Guideline for LIC Management and Sustainability	The Guideline must contain: (-) Detailed analysis of the possible management models applicable for the LIC implementation and development; (ii) identification of a possible LIC governance structure; (iii) possible mode of operation and management model : es. (a) Schedules of open / close, (b) Services activated / activated (c) internal procedures, (d) responsibilities and staff organization; (iv) Development of a Business Plan hypothesis to be applied for implementation and development of the action AT.2.4	1.00	May-2021
Deliverable T2.4.2	Management and Sustainability Plans for LIC	10 Management and Sustainability Plans will be implemented by each pilot partners [LP,PP3,PP4,PP5,PP6,PP7,PP8,PP9,PP10,PP11]. Each Plan will be produced in original languages and it will be structured by following the guideline.	10.00	Sep-2021

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T2.5	LAUNCHING ADRIATIC LANDSCAPE INTERPRETATION NETWORK	Apr-2021	Sep-2021	57 800.00

In the framework of the ADRI-LINK Project will be formally launched the Adriatic Landscape Interpretation Network. The 9 LINK-LABS will create a network that will be officially formalized throughout a Transnational Protocol of Cooperation where modalities of working and sharing results will be duly clarified. The Protocol will be signed by each LINK PPs + 3 key stakeholders of each LINK-Lab during the (II) Transnational Conference organized in Rieka (Croatia) by PP8 in cooperation with PP7, PP2, and LA. During the conference will be also introduce and present the 9 Final Project of LICs developed in the framework of action A.T.2.3/A.T.2.4 and will be publically launched the WP3. International experts, policy makers, scientist and researchers and representative form EU, National, Regional and Local institutions will be invited to participate in Conference.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date

Deliverable T2.5.1	Transnational Protocol of Cooperation	The document will be signed by each A-LINK Partner plus 3 local Key-Stakeholder, as Representatives of each LINK-LABS. The protocol, based upon principles of good cooperation and sharing results, will state the modality of working and sharing information between the stakeholders of each Link LAB throughout the digital platform for [AT.3.1]	1.00	Sep-2021
Deliverable T2.5.2	(II) TRANSNATIONAL CONFERENCE on Landscape	Reports including agenda, minutes, presentation, list of attends, pictures, etc. This is the 2nd high-level international event. It will be attended by relevant policy makers (national/regional/Local), experts on climate change, Macro regional strategies governing board, representatives of NGOs, Environmental Associations, International Forums (e.g. Forum of Adriatic and Ionian Cities) thematic and international networks. A networking session with other similar projects will be organized in order to foster a European and national dialogue on the Landscape, Tourism, Cultural Heritage, in order to contribute to the implementation of innovative Adriatic and Ionian approaches	1.00	Sep-2021

Work Package: Implementation

WP No.	WP Title	WP start month	WP end month	WP budget
T3	IMPLEMENTATION OF THE ICT INFRASTRUCTURE TO SUPPORT LICS NETWORK	Mar-2021	Jul-2022	1 205 023.00

WP responsible partner	Municipality of Jesi
Partner involvement	

Partners involved	Name: Municipality of Jesi Role: LP
	Name: Albanian Development Fund Role: PP
	Name: City of Gradiška Role: PP
	Name: PUBLIC INSTITUTION NATIONAL PARK „SUTJESKA" Role: PP
	Name: Early Childhood Education, Social Policy and Sports Agency of Serres Municipality Role: PP
	Name: Municipality Moscenicka Draga Role: PP
	Name: Vrsar Tourist Board Role: PP
	Name: Tourist Organization of Sremska Mitrovica Role: PP
	Name: Development centre Murska Sobota Role: PP
	Name: Municipality of Tepelene Role: PP

Summary description and objectives of the work package including explanation of how many partners will be involved. Please clearly describe the role and tasks of each involved partner.
The context of this work package is to design and develop a technological infrastructure for supporting the LICs network and the thematic routes produced in the framework of WP3. The ICT infrastructure consist on: *(i)* A web-GIS/Digital Platform [A.3.1]; *(ii)* Landscape Route App for augmented reality [A.T3.2]; *(iii)* Interactive corners and Digital and virtual technologies for equipping each LIC [A.T3.3]. WP3 will be developed in three phases. The <u>*first phase*</u> will start in the very beginning of the project and will be targeted to work on the definition of functional and technical requirements of the Web-GIS/Digital platform: *(i)* Definition of the functional and technical requirements of the platform; *(ii)* Consultation with local/regional/national stakeholders; *(iii)* Finalisation of the requirements. The <u>*second phase*</u> will run in parallel with the WP3 development and will be targeted to mainly work on the design and development of the Web-GIS Platform. Development of the project's Web-GIS platform which will include digitised content regarding natural and cultural resources of the areas of all project beneficiaries, GIS information including transport infrastructure information, mobile applications and social media applications within the frame of promoting the LICs network and all thematic routes created in the framework of WP3. Furthermore, content will be multilingual in order to increase accessibility and usability for more end-users. The <u>*third final phase*</u> will be targeted to implement the Landscape route App [A.T3.2] and to technologically equip each LIC [A.T3.3] and to create an Integrated Tourist Card: "Landscape Lovers" [A.T3.4]. The Digital Platform and the "Landscape Lovers" Card will be launched during the III International Conference that will be held in Jesi. [A.T3.4]

Main outputs

Please describe the project main outputs that will be delivered based on the activities carried out in this work package. For each project main output a Programme output indicator should be chosen. Please note that they need to have the same measurement unit.

Project main outputs		Description of the project main outputs	Programme indicator to which the project main outputs contributes	Quantity	Delivery date
T3.1	Digital platform and app for Adriatic Tourism	The digital platform will allow access to the thematic itineraries implemented through the networking of LICs. It will provide detailed information on the naturalistic, cultural, food and wine resources identified during the assessment phase [WPT1] and wi	COI_2 Increase in expected number of visits to supported sites of cultural and natural heritage and attractions	5 000.00	07.2022
T3.2	10 LICs equipped with smart technologies applications and Innovative ICT solutions	Each LIC will be equipped [A.T3.3] with a technological infrastructure (Multimedia Panels, 3D Videos, info-totems) and linked to the network by the smart phone app and Digital Platform [A.T3.1/T3.2]	OI_6c.1_3 Number of small scale investments and demonstration projects	10.00	07.2022
T3.3	Common Sustainable Strategy for Adriatic Landscape Destination System.	The development of a common strategy and consequently the implementation of a multi-service card "Landscape Lovers" will contribute to to strengthen the Adriatic Brand as a unique and integrated Tourism Destination System.	OI_6c.1_2 Number of strategies and action plans developed in the field of natural and cultural heritage and tourism	1.00	07.2022
Target groups per main outputs					
Who will use the main outputs			- local public authority - regional public authority - national public authority - sectoral agency - infrastructure and (public) service provider - interest groups including NGOs - higher education and research - education/training centre and school - SME - International organisation under national law - International organisation under inter-national law - General public		

	The main target groups for WPT3 and its expected outputs are local and regional public authorities, as well as sectoral agencies working in the tourism sector. Of course Tourists are also an important stakeholder to which the T3 outputs and deliverables are addressed. Particularly, both outputs of WP T3 ("Digital Platform and app for Adriatic Tourism" and "10 LICs equipped with smart technologies applications and Innovative ICT solutions")are relevant instruments for public authorities and tourists at the same time. These outputs are important for matching the offer (local authorities and touristic operators) with the demand (tourists). A second essential target group to be involved in the development of WP T3 outputs are the key players of the private sector: private investors, SMEs, cultural and tourism associations, tourist agencies, private capitals, innovative start ups. They will assure the sustainability of the LICs (locally) and the possibility to define an innovative way of managing LICs expanding also the possibility to replicate LICs model in other cities and territories. National Autorithies will be another relevant stakeholder that will be involved with regard to the the 3rd output "CSS for Adriatic Landscape Destination System" during the III Transnational Conference hosted in Italy [D.T3.5.1]. The document will statute a concerted priorities and strategies for transferibility of project results outside the territories of the project and after the end of the project as well. Finally Educational/training centres and schools, General public (Citizens and families) are also potential target users that are secondarily involved and reached by the project. Each PPs will organize local initiatives within the Local Link Labs to introduce to them LICs and the main WP deliverables. International Organizations (ADRION Programme MA/JS, other ETC Programmes MAs, EU Institutions, UNEP/MAP, Adriatic Fora) will be invited to participate AT3.5.
Target groups: how will you involve target groups (and other stakeholders) in the development of the project main outputs?	
Durability and transferability of main outputs	
How will the project ensure that the project outputs are applicable and replicable by other organisations/regions/countries outside of the current partnership? Please describe to what extent it will be possible to transfer the outputs to other organisations/regions/countries outside of the current partnership.	The Dgt Platform and the App implementation (as common pilot action) will be important tools for other cities interested to link the landscape network. The results, data and information included in the platform will provide other organizations/regions/cities/communities with a very advanced tool for managing their local resources and implemented their LIC to be connected to the network. To support this process of dissemination, a specific section of the digital platform will be developed. DGT Platform will be easily scalable and updatable. Each possible Cities/organisations/regions/countries outside of the current partnership can became part of the network following the similar process of LIC implementation that the project ADRI-LINK will design. This process of affiliation will be also make stronger by the implementation of the "Landscape Lover" multiservice card [A.T3.3]. Furthermore the development of a Common Sustainable Strategy for Adriatic Landscape Destination System will accelerate the process of creating a unique and integrated destination system on Landscape Tourism in Adriatic Region. The Strategy will define the modality for future cooperation between different country partners in order to guarantee the sustainability and the enlargement of the network and of the "Landscape Lovers Community". The Strategy will also define the modality on how to support to spread of the Adriatic Brand as Unique Touristic Destination System. Thanks to these tools and outputs we expect an increase of 5000 in the number of tourists in the project locations (about 500 visits in more per each PP location). Indeed, the Platform, as unique environment, will be the main tool for taking information about landscapes, destinations, tourist offers, itineraries and routes to be explored.

	The implementation of the DGT Platform will be an important assurance for the durability of the WP outputs. The Platform will stay in public domain and continually updated for at least 5 years after project's closure by the Leader PP and all PPs of the ADRI-LINK Network; basically the LP will take care of the coordination and maintenance of the Platform whilst all partners will update their specific sections autonomously. This will enable transfer of project results to parties outside the project even after its end. It will include all deliverables of the project and it will be a useful tool both for all cities interested to enter in the network and for tourists that can pick up information about itineraries and organized their personal routes. Furthermore the implementation of app for smart-phone and table will easily strengthen the durability of the output, being very easy to download and install. Finally The creation of 10 PIlot Landscape Interpretation Centres will evaluate, re-shape and promote, more appealingly, the historical& natural assets, creating synergies with the cultural and tourist sectors as well as the inhabitants.The innovative pilot project actions (AR Technology), realized within WPT3 ,presenting interactive corners&Virtual routes, will leave tangible and long-standing results in the locations selected, that will be in place also after the project ends and will link together the people of these countries, reinforcing local "ownership" of project outputs. Pilot sites will be maintained by the respective partners.
How will the project main outputs be further used once the project has been finalised? Please describe concrete measures (including eg. institutional structures, financial sources etc.) taken during and after project implementation to ensure the durability of the project main outputs. If relevant, please explain who will be responsible and/or the owner of the output.	

Please describe activities and deliverables within the work package

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T3.1	IMPLEMENTATION OF A WEB-GIS/DIGITAL PLATFORM	May-2021	Jul-2022	168 703.00

The Web Platform will provide all the information related to landscape thematic routes (including POI, places, main events, etc.) developed in WP3. Through the Platform will be possible to browse the landscape maps and find the information related to each single LIC. It will be a good example of a real co-creation platform: the web becomes a "place" where to share information about landscapes, new routes and knowledge and create new communities as well. Contents will be multilingual in order to increase accessibility and usability for more end-users. Social media (FB, Istagram) applications and pages will integrated in the Platform aiming at increasing accessibility through the use of new communication technologies. Finally a user survey will be launched by each LINK-Lab in order to measure the friendliness, the usability and flexibility of the platform. It will be translated in all project languages (plus English).

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T3.1.1	Manual for the development and implementation of Digital Platform Implementation	The manual will include all the information for implementing the platform. Basically will be included all functional and technical requirements for the digital platform, and will support also partners in effectively using it. It will provide also information on how to collect and upload contents, information and how to update the platform.	1.00	Jul-2021

| Deliverable T3.1.2 | Survey Result Report | Survey will be launched by each LINK-Lab in order to measure the friendliness, the usability and flexibility of the platform. The format will. The standard format will be produced by T&S Board. All Pilot PPs will fulfill it within their communities and collect the surveys filled in. Results will included in a final English report coordinated by the LP. | 1.00 | Mar-2022 |

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T3.2	LANDSCAPE ROUTE APPLICATION for SMARTPHONE and TABLET	Mar-2021	Jul-2022	84 352.00

The "LANDSCAPE ROUTE" Mobile application will be integrated with the digital platform and will allow to increase furtherly the accessibility for users, tourists and travellers through the use of new communication technologies. The App will be promoting the LIC network and the respective products (natural, historical, cultural, enogastronomic, etc.) and landscape routes of participating areas. Moreover, throughout the Augmented Reality application, it will make it possible to discover information on a new level – getting 3D animations from printed flyers. Users may see a live view of the world surrounding them, augmented with digital annotations, graphics and other information superimposed upon it, simply pointing their device in the direction of an item of interest. The LA will be responsible for the technological development of the app. Content will be provided by each PP with a specific report

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date

Deliverable T3.2.1	APP "Landscape Routes"	It supports users in planning routes and points of interest, thanks to the possibility of the augmented reality. Its functional and technical specifications will be defined along with the specifications of the platform. Basically, the app will route users from their current location to a preferred point of interest (POI) by usually displaying a map of the surrounding area. Furthermore it will allow them to have seamless and ubiquitous access to travel-related information during their visiting experience, which will be presented in a multimedia-rich way. At the same time, location sensing capabilities of mobile devices will facilitate filtering of the travel information in order to be tailored to the travellers' needs and wants. Also, the app may incorporate search facilities to locate and receive information regarding places, topics, or exhibits of interest; and bookmarking which allows users to add locations to an ad-hoc generated itinerary in order to better plan, manage, and share leisure experience. Pointing the device in the direction of an item of interest, the system augments the output with additional information about the environment. The extra information can vary from names of buildings visible on a city skyline, or information related to the points of interest; to real-time notifications regarding location or time dependent events (e.g. menu discounts in restaurants).	1.00	Mar-2022

Deliverable T3.2.2	APP Content report	The developed APP shall include all touristic information. Each partner will provide a detailed content report (totally 10) including all information (pictures, texts, pictures, stories) regarding its own LICs and territories. Each Report is implemented in Double Language.	10.00	Jul-2022

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T3.3	IMPLEMENTATION OF VIRTUAL ROUTES by means of MULTIMEDIA DIDACTIC Panels AND INFO-SYSTEM WITHIN THE LICS	Mar-2021	Jul-2022	686 863.00

Each selected LIC will be equipped with multimedia panelling, smart 3D technologies and with interactive totems in order to drive tourist in interpreting landscape throughout multimedia paths, projections and sound effects. Once in, Tourists shall be fully immersed in a virtual travel across the interpretation of landscape, exploring it with all five senses. Furthermore, short films in 3D animation will be realized, thanks to which digital interpretations will strengthen the interaction with the storytelling. Films and contents will be the direct result of the information collected during the co-laboratories for the landscape organized in each partner area during WP3. The 3D technology will allow visitors a complete sensorial immersion in the most fascinating landscapes. Furthermore, the information system will be completed with the installation of interactive corners and/or info-totem thank to which it will be possible to access to the main touristic information.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T3.3.1	Multimedia Panelling and Virtual Technology Solutions	Virtual technology will be used to equip each LIC and to create an interactive storytelling for travelling through the thematic landscape promoted by each single LINK-Lab. The Interactive storytelling will be also implemented through the spatial movement of the user in the virtual environment, so that his/her position towards certain points of interest triggers corresponding parts of the story. 10 Multimedia Project will be implemented (1 for each LIC).	10.00	Jul-2022
Deliverable T3.3.2	Interactive corners	Interactive corners (touch screen / 30 totally / 3 for each PP) thanks to which it is possible to access the main info related to the LIC. They will be replicated in the main points of interest selected by each partner. These corners will consist of Interactive Touch Screens placed internally or externally in the main POIs along the thematic route.	30.00	Jul-2022

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T3.4	DEVELOPMENT of THE "LANDSCAPE LOVERS" MULTI-SERVICE CARD	Jan-2022	Jul-2022	120 502.00

The action develops an innovative tourism product, networking the various LICs and creating the "Adriatic Landscape Routes" offer. In order to launch the "Landscape Lovers" Card each PP will develop commercial agreements [D.T3.3] with local stakeholder (public and private) in order to guarantee the development of potential services within the card. The premise is, obviously, to think of a Multi-Service Card. The "Landscape Lovers" Card will be a tourist & travel card which includes free public transports, free entry to LICs or discounts at tourist affiliated attractions including museums, tours, restaurants, hotels, shops, events tickets and more. The first 20.000 cards will be given for free. They will be introduced in the market to test the correspondence of the tourist offer. It is expected that at least 3.000 cards per PPs will be subscribed. Subsequently the end of the project, in order to guarantee the sustainability of the project, the card will be sold at a market price.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T3.4.1	"Landscape Lovers" Card	The "Landscape Lovers" Card will enable users to free access to the LICs in the network as well as at a vastly reduced cost. The card could also offer discounts or free admission to museums and tourist attractions and discount deals in restaurants and hotels. Basically the card will allow to download the application [D.T3.2.1] and to have a free entrance in each LIC affiliated. Regarding the annexed services and discounts will depend from each Local Commercial Agreement [D.T3.4.3] that each partner will implement with their local stakeholder (public and private). " Landscape Lovers " card can be: (1) Activated and used on the move, through a mobile phone (or a tablet) in which a Digital Wallet application is installed; (2) Activated offline and used on the move. It can be purchased locally from affiliated partners (shops, restaurants, touristic information) and then activated (or loaded) on the Digital Wallet of the mobile device. Promotionally, the Card, used together with the App [A.T3.2], could offer to the users a richer experience and possibility to access to different services. Particularly, it could be possible to implement a sort of "rewarding mechanism" defined within the commercial protocols stipulated with the local affiliated partners and applied to the suggested itineraries. Basically the tourist could "trace" his passage, making the mobile phone interact	5 000.00	Jul-2022

		with the identified point of interest and collect consequently virtual points [coins] to be used for possible discounts and buys. Moreover, the use of social networks could transform the landscape routes into authentic "experiential routes", for which the virtual card would act as a catalyst, facilitating the matching between demand and response, and acting as "Landscape Lovers" Community developer and multiplier.			
Deliverable T3.4.2	Affiliate Program Format	The Affiliate Program Format will be developed by the T&S Group of the project. It will include all commercial conditions and requirements to be complied in order to become an Affiliate Partner and to have the possibility to promote its own services by mean of the "Landscape Lovers" Card. As potential partners will be directly involved many possible service providers such as touristic agencies, food sector, mobility sector [car rental, Public Transport, bicycles, metro tickets, taxy] cultural associations, museums, restaurant, hotels [HO.RE.CA sector].	1.00	Jul-2022	
Deliverable T3.4.3	Affiliate Agreement duly signed by each PPs with local private stakeholders	The Affiliate Agreement contains the complete terms and conditions between PPs and local partners which decide to support the implementation of the Landscape Lovers" Card. The Agreement will statute the commercial conditions defined within the Affiliate Program [possible discounts and services included in the card]. The affiliate will provide annexed services to the Card directly targeted to card users.	10.00	Jul-2022	

Activity number	Activity title	Activity start month	Activity end month	Activity budget
Activity T3.5	LAUNCHING COMMON SUSTAINABLE STRATEGY for ADRIATIC LANDSCAPE DESTINATION SYSTEM	Mar-2022	Jul-2022	144 603.00

The action aims at developing an Integrated Common Strategy for enhancing the tourism in the Adriatic Region by considering the landscape as a most important driver for the economic growth. The project will allow tourists to visit different landscapes and exploring different thematic routes (marine, rural, urban, cultural, natural, enogastronomic), contributing to strengthening the Adriatic Brand as a unique and integrated Tourist Destination System. The Adriatic Landscape will be the "link" with which each territory will fit into the tourism development strategy, enhancing its heritage made of culture, traditions, history and resources. Having a common vision will also make it possible to maximize investments and start entrepreneurial development processes in the Adriatic Region, facilitating the process of social and cultural integration as well. The Common Strategy will be launched within the III Transnational Conference hosted in Jesi.

Deliverable number	Deliverable title	Deliverable description	Deliverable quantification	Deliverable delivery date
Deliverable T3.5.1	Program of the Conference and Report on the final Results/Key Advices	The III International Conference that will be hosted in Jesi (Italy, PP1). Target groups: Representatives of Local and National Institutions, Scientists and researchers, Experts and Planners, Associations, Touristic Associations and agencies, private sector and all relevant stakeholders, will be invited to participate in such conference. The Report will include pictures, papers, key-advices, minutes and each other relevant information and documentation concerning the event.	1.00	Jul-2022

Deliverable T3.5.2	COMMON SUSTAINABLE STRATEGY FOR ADRIATIC LANDSCAPE DESTINATION SYSTEM	The Strategy will be the policy tool for coordinating, during and after the end of the project, the consortium in the implementation of an integrated touristic offer in the Adriatic Region. The Strategy will be officially signed by each ADRI-LINK PPs (as representative of local community) during a public ceremony organized during the III Transnational Conference. It will set common priorities and objectives for 2030 perfectly aligned with the Strategy of Adriatic Macroregion and with the EU strategy on tourism and with the EU Landscape Convention. The Strategy will define also the modality for future cooperation between different country partners in order to guarantee the sustainability and the enlargement of the network and of the "Landscape Lovers Community". The Strategy will also define the modality on how to support to spread of the Adriatic Brand as Unique Touristic Destination System.	1.00	Jul-2022