MADE IN LAND

MAnagement and DEvelopment of INLANDs

Italian and Croatian inlands: a hidden treasure to protect, an unexploited capital to enhance

PROJECT IN NUMBERS

- 5 regions
- 10 partners
- 2,21 M EUR of total budget
- 1,88 M EUR of ERDF co-financing

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www.italy-croatia.eu/madeinland

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There is no valorisation or conservation of inland resources without an effective revitalisation of local communities: it is time to give them back the role of guardians and managers of natural and cultural heritage.

Italy and Croatia are composed of two interrelated parts of territory: the inlands, affected by marginalization processes that lead to an abandonment and decay of local resources, and the coastal belt, the ecosystems of which are increasingly threatened by human pressures. MADE IN-LAND will develop a cross-border strategy based on a win-win cooperation between coastal areas and hinterlands to limit the litoralization phenomena while unleashing the potential of inland natural/cultural assets. The project aims to enhance the protection and valorisation of natural and cultural heritage of inland areas by means of tourism development and improved accessibility, as well as by empowering local communities, which will be involved, through Local Committees, in the testing of three innovative management models (pilot actions):

1 ONE STOP INFORMATION CENTRE
   conceived as a physical location in the Valle del Chienti (Marche – Italy) enriched with innovative IT systems for providing tourists with the information and services needed for accessing its cultural/natural heritage

2 TERRITORIAL BRANDS
   for aggregating, qualifying and promoting the local services and products connected with the natural and cultural assets of Zadar and Istria County (Croatia) within an innovative TERRITORIAL MANAGEMENT SYSTEM

2 VIRTUAL ECO-MUSEUMS
   based on an IT system connecting natural and cultural assets of Fortore (Molise – Italy) and San Leo (Emilia Romagna – Italy) areas within a virtual and augmented-reality environment for the improvement of their digital accessibility

**PROJECT PARTNERS**

**Lead partner**
**REGIONE MARCHE**
Marche Region
Address: Via Gentile da Fabriano 9
60125 Ancona, IT
Web: www.regione.marche.it

**Partners**

**University of Camerino**
Address: Piazza Cavour 19/F
62032 Camerino, IT
Web: www.unicam.it

**Superintendence for archeology fine arts and Landscape of Marche region**
Address: Piazza del Senato 196
60121 Ancona, IT
Web: www.sabpmarchia.it

**Municipality of San Leo**
Address: Piazza Dante Alighieri 1
47865 San Leo, IT
Web: www.comune.sanleo.ms.it

**Molise towards 2000**
Address: Via Monsignore Bauguna 15/17
86100 Campobasso, IT
Web: www.mol2000.it

**Zadar County Development Agency ZADRA NOVA**
Address: Put Murvice 14
23000 Zadar, HR
Web: www.zadra.hr

**University of Zadar**
Address: Mhovila Pavlovića 1
23000 Zadar, HR
Web: www.uniz.hr

**Authority for the management of parks and biodiversity – Romagna**
Address: Via A. Moro 2
48025 Rolo Terme (RA), IT
Web: www.parchiromagna.it

**AZRHI – Agency for rural development of Istria ltd. Pazin**
Address: Ulica prof. Tugomila Užij 1
52000 Pazin, HR
Web: www.azrhi.hr

**MAIN OBJECTIVE**
Protection and valorisation of natural and cultural unexploited capital of inland areas of partner regions.

**Specific objectives**

1. To support and improve the accessibility of cultural and natural heritage of inland areas
2. To connect the valorisation of the inland resources with the safeguard of local communities
3. To develop innovative models for the management of fragile inland landscapes

**MAIN OUTCOMES**

1. CROSS-BORDER STRATEGY AND ACTION PLAN
   for the sustainable economic and territorial development of inland areas

2. LOCAL NETWORKS AND 25 STAKEHOLDERS
   directly involved in actions aimed at promoting inlands’ natural and cultural heritage

3. PERMANENT CROSS BORDER OBSERVATORY
   for the capitalization of MADE IN-LAND tools towards the conservation of natural and cultural heritage in Italy and Croatia