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APPLICATION FORM

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**INTERREG IPA CBC  
ITALY-ALBANIA-MONTENEGRO  
PROGRAMME**

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1ST CALL FOR PROPOSALS FOR STANDARD PROJECTS

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PUGLIA REGION – Managing Authority / Interreg IPA CBC Italy-Albania-Montenegro  
Corso Sonnino 177, 70121 Bari (IT) +39 0805406545 / [js@italy-albania-montenegro.eu](mailto:js@italy-albania-montenegro.eu)  
[www.italy-albania-montenegro.eu](http://www.italy-albania-montenegro.eu) / [www.europuglia.it/cte-2014-2020/it-al-me](http://www.europuglia.it/cte-2014-2020/it-al-me)

# PART A - PROJECT SUMMARY

## A.1 PROJECT IDENTIFICATION

<b>Programme Priority</b>	<b>Strengthening the cross-border cooperation and competitiveness of SMEs</b>
<b>Programme Priority Specific Objective</b>	1.1 Enhance the framework conditions for the development of SME's cross-border market.
<b>Project Acronym</b>	INNOTOURCLUST
<b>Project Title</b>	Innovative Cross Border Tourism SMEs Cluster
<b>Project Number</b>	68
<b>Programme Prefix</b>	
<b>Name of the Lead Partner Organisation/Original language</b>	Camera di Commercio I.I.A.A. Lecce
<b>Name of the Lead Partner Organisation/English</b>	Chamber of Commerce of Lecce
<b>Project Duration (max 24 months)</b>	24 months 0 days
<b>Start Date</b>	04.04.2018
<b>End Date</b>	03.04.2020

## A.2 PROJECT SUMMARY

**Please - give a short overview of the project and describe in the style of a press release (please cover all the points below) - the common challenge of the programme area you are jointly tackling in your project; - 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 cross border approach needed what is new/original about it.**

IT-AL-MO area is affected by direct and indirect consequences of the global economic crisis. A common economic strength is the tertiary sector with specific reference to tourism facilities. SMEs play a crucial role for growth and job creation, but their competitiveness has a limited exploitation of international tourism opportunities. In this context the project aims to promote networking growth and to strengthen specific skills of the SMEs in the eligible area. The overall project's objective is the improvement of the competitiveness, cooperation of IT-AL-MO SMEs through the creation and implementation of one innovative cross-border tourism cluster (INNOTOURCLUST) focused on the integration and training of local economic operators for a better and innovative match of local enterprises with international tourism industry. The expected change is an innovative way to look at tourism industry. Tourism business should be more organized and integrated with local SMEs (agriculture, fisheries, sea-based services, handicraft, Ho.re.ca, eco-sport and social organizations) in order to meet the growing international "tourism experiences" demand and putting the tourists in touch with local enterprises and producers. INNOTOURCLUST is an innovative cluster model that offers business additional income opportunities for local SMEs. The project's main outputs are: n.1 Cluster created (100 SMEs involved), n.8 business agreements (20 SMEs involved), n.4 workshops (40 SMEs involved), n.1 capacity building digital lab format (20 business institutions involved), n. 4 B2B events (40 SMEs involved). The project's area has great tourism chances but local tour operators generally work just through classic tourism-related stakeholders, missing the opportunity to build-up innovative touristic products created in close contact with different type of local enterprises. The approach aims to enhance the framework conditions and jointly managed innovative pilot "travel experiences" services and products.

## PROJECT BUDGET SUMMARY

Partner			Programme Co-financing			Contribution					Total Eligible Budget
Partner	Partner Abbreviation	Country	IPAIL	IPAIL Co-Financing (%)	Percentage Of Total IPAIL	Public Contribution			Private Contribution	Total Contribution	
						Automatic Public Contribution	Other Contribution	Total Public Contribution			
Camera di Commercio I.I.A.A. Lecce	CCIAA LECCE	ITALIA	196 695.95	85.00 %	28.45 %	34 711.05	0.00	34 711.05	0.00	34 711.05	231 407.00
Dipartimento di Scienze dell'Economia, Università del Salento	DSE	ITALIA	83 906.90	85.00 %	12.13 %	14 807.10	0.00	14 807.10	0.00	14 807.10	98 714.00
Azienda Autonoma di Soggiorno e Turismo di Termoli	AAST	ITALIA	91 056.25	85.00 %	13.17 %	16 068.75	0.00	16 068.75	0.00	16 068.75	107 125.00
Agjencia Kombetare e Turizmit	AKT/NTA	ALBANIA	78 281.60	85.00 %	11.32 %	0.00	13 814.40	13 814.40	0.00	13 814.40	92 096.00
Dhoma e Tregtisë dhe Industrisë, Tiranë	CCIT	ALBANIA	117 978.30	85.00 %	17.06 %	0.00	20 819.70	20 819.70	0.00	20 819.70	138 798.00
Nacionalna turistička organizacija Crne Gore	NTOCG	ЦРНА ГОРА (CRNA GORA)	123 420.85	85.00 %	17.85 %	0.00	21 780.15	21 780.15	0.00	21 780.15	145 201.00
Sub Total For Partners Inside			691 339.85	---	100.00 %	65 586.90	56 414.25	122 001.15	0.00	122 001.15	813 341.00
Sub Total For Partners Outside			0.00	---	0.00 %	0.00	0.00	0.00	0.00	0.00	0.00
Total			691 339.85	---	100,00 %	65 586.90	56 414.25	122 001.15	0.00	122 001.15	813 341.00

# PART B - PROJECT PARTNERS

## B.1 LEAD PARTNER

### PROJECT PARTNER 1

<b>Partner Role In The Project</b>	LP
<b>Partner Name</b>	Camera di Commercio I.I.A.A. Lecce
<b>Partner Name Engl</b>	Chamber of Commerce of Lecce
<b>Abbreviation</b>	CCIAA LECCE
<b>Department</b>	
<b>Nuts Id0</b>	IT, ITALIA
<b>Nuts Id1</b>	ITF, Sud
<b>Nuts Id2</b>	ITF4, Puglia
<b>Nuts Id3</b>	ITF45, Lecce
<b>Postalcode City</b>	73100 Lecce
<b>Street Streetnumber</b>	Viale Gallipoli 39
<b>Home Page</b>	www.le.camcom.gov.it
<b>Proj Partner Assimilated</b>	no
<b>Vat Number</b>	00535240758
<b>Recover Vat</b>	no
<b>Other National Identifying Number</b>	
<b>Type of Identifying Number</b>	
<b>Type of Partner</b>	local public authority
<b>Small or Medium Enterprise</b>	no
<b>Co Financing Source</b>	IPAI
<b>Co Financing (%)</b>	85.00
<b>Legal Representative Firstname</b>	Alfredo
<b>Legal Representative Lastname</b>	Prete
<b>Legal Representative Email</b>	monica.gesmundo@le.camcom.it
<b>Legal Representative Telephone</b>	0039 0832684229
<b>Contact Person Firstname</b>	Nadia
<b>Contact Person Lastname</b>	De Santis
<b>Contact Person Email</b>	nadia.desantis@le.camcom.it
<b>Contact Person Telephone</b>	0039 0832 684245
<b>Legal Status</b>	public

<p><b>Competences</b> <i>Which are the organisation's thematic competences and experiences relevant for the project? What is the main business of the organisation?</i></p>	<p>The Chamber of Commerce of Lecce is a public government body. Since 1862 it has been promoting and supporting SME's system of the province through institutional services and specific economic sector projects. It is part of the national network of Italian Chambers of Commerce which has been revised by the recent disposition of Italian Law (D.Lgs. of 25.11.2016 n. 219) which has restructured some function and objectives of them. The functions and services of the Chamber are divided into 4 main categories: Administration services: 1) Archiving and updating of business registers, lists, bars etc where all the main information on all firms and business are registered; 2) Promotional services: support to businesses and the development of the local economy, 3) Monitoring, studies, and analysis of local economy data: providing all necessary information, collected from and provided to businesses, to obtain in-depth knowledge of the socio-economic situation in the area, 4) Market regulatory functions: to promote and increase levels of transparency, confidence and equity of economic relations between businesses and between businesses and the general public. The main fields of interest of the Lecce province economy are based on touristic and local typical food production. As regarding touristic sector it is appropriate to talk about Salento as one of the main attractive marine areas in Italy.</p>
<p><b>Benefit Description</b> <i>What is the expected benefit for the organisation from participating in the project? Is the organisation performing any economic activity within the project or as a result of it?</i></p>	<p>The main benefit for LP from participating in INNOURCLUST project coincides with its proven local, national and international business network that could be extremely important in achieving project objectives. Another benefit is connected to LP main role in the promotion of local economy, supporting SMEs and fostering their economical growth also on international markets. Chamber of Commerce of Lecce is placed into a territory highly focused on tourism (Salento), so innovative ideas and networks with the aim of increase tourism business opportunities will enhance the capacity of LP to involve more local stakeholders for a more efficient cross-border cooperation. Chamber of commerce of Lecce, thanks to its well known competences is also able to extend its local network to the entire Puglia Region. Thanks to its wide institutional influence, LP can easily address INNOURCLUST activities to new job opportunities for the represented area. No economic activity is foreseen within the project.</p>
<p><b>EU/International Projects Experience</b> <i>If applicable, describe the organisation's experience with EU co-financed or other international projects (both participation and their management). In case of lead partner, please describe your capacity to manage a cross border cooperation project.</i></p>	<p>Lecce Chamber of Commerce has full financial and technical capacity to implement project activities in the mid and long period. LP will provide functional management of the project to be realized through the systematic and formal management of all foreseen phases, considering at all times the variables resources, time, costs and benefits. The different competences within each WP will be shared between the different representatives of the technical-administrative-management areas in order to: implement good practices, activate the transfer of know-how in a local-national-community ambit, strengthen the experimented models, consolidate the experimented networking practices and activate new ones after a project follow up. Lecce Chamber of Commerce has participated to many EU call for proposals, among them: EASME/EMFF/2016/1.2.1.2 SMEs ENTREFISH (as partner), EASME/COSME/2016/003 Organisation of EU - Third Country B2B, C2C and C2B centred events at the occasion of major international fairs inside and outside the EU (as partner), ETC GR-IT 2007-2013 INNARTO (as partner), ETC GR-IT 2007-2013 Tempting Streets - T.S. (as Lead partner), Adriatic IPA - Cooperation Programme 2007-2013 - S.M.E. 2.0 (as lead partner), Adriatic IPA - Cooperation Programme 2007-2013 CAST (as partner), Adriatic IPA - Cooperation Programme 2007-2013 EpatNet (as Lead Partner).</p>

## B.2 PROJECT PARTNER

### PROJECT PARTNER 2

Partner Role In The Project	PP
Partner Name	Dipartimento di Scienze dell'Economia, Università del Salento
Partner Name Engl	Department of Management, Economics, Mathematics and Statistics, University of Salento
Abbreviation	DSE
Department	
Nuts Id0	IT, ITALIA
Nuts Id1	ITF, Sud

<b>Nuts Id2</b>	ITF4, Puglia
<b>Nuts Id3</b>	ITF45, Lecce
<b>Postalcode City</b>	73100 Lecce
<b>Street Streetnumber</b>	Via per Monteroni, Complesso Ecotekne
<b>Home Page</b>	www.dse.unisalento.it
<b>Assimilated Partner</b>	no
<b>Vat Number</b>	00646640755
<b>Recover Vat</b>	no
<b>Other National Identifying Number</b>	
<b>Type of Identifying Number</b>	
<b>Type of Partner</b>	higher education/research center/university
<b>Small or Medium Enterprise</b>	no
<b>Co Financing Source</b>	IPAI
<b>Co Financing (%)</b>	85.00
<b>Legal Representative Firstname</b>	Stefano
<b>Legal Representative Lastname</b>	De Rubertis
<b>Legal Representative Email</b>	Direzione.dipeconomia@unisalento.it
<b>Legal Representative Telephone</b>	0832 298675
<b>Contact Person Firstname</b>	Pierfelice
<b>Contact Person Lastname</b>	Rosato
<b>Contact Person Email</b>	pierfelice.rosato@unisalento.it
<b>Contact Person Telephone</b>	0832 298622
<b>Legal Status</b>	public
<b>Competences</b> <i>Which are the organisation's thematic competences and experiences relevant for the project? What is the main business of the organisation?</i>	The Department's activities concern didactics, research and support for the development of start-ups in the form of spin-offs. In the field of didactic activities, a master's degree course in "Management of tourist and cultural activities" is active and a three-year degree in "Tourism Manager" is underway. In the framework of the research activities, a project was commissioned by the Regional Agency for the Promotion of Tourism in the Puglia Region, entitled: "Puglia Tourism: Analysis of the Competitiveness of the Puglia Territories". In addition, the department has followed studies and research that have led to numerous publications specialized mainly on tourism. As part of the other activities envisaged, the Department of Economics Sciences has favored the creation of Firm S.r.l., Spin off of the University of Salento, Research and Management for the Food and Tourism Industry.
<b>Benefit Description</b> <i>What is the expected benefit for the organisation from participating in the project? Is the organisation performing any economic activity within the project or as a result of it?</i>	Department of Management, Economics, Mathematics and Statistics, University of Salento (P2) is deeply involved in tourism training, so its main benefit in this project is the possibility to improve the degree course in "Management of tourist and cultural activities" with a better range of topics and innovative tourism management models. P2 can also improve a common and shared system of innovative tourism quality standards, within a cross-border cluster framework, together with local and international stakeholders. Being the only University and research institution involved in the project, P2 receives the important benefit to increase its cross-border public relationship and share experiences and best practices within the project area. No economic activity is foreseen within the project.

<b>EU/International Projects Experience</b> <i>If applicable, describe the organisation's experience with EU co-financed or other international projects (both participation and their management). In case of lead partner, please describe your capacity to manage a cross border cooperation project.</i>	The Department have been project partner of the following projects: "Sviluppo e valorizzazione dei sistemi locali per il sostegno alle piccole e medie imprese innovative in Albania, Bosnia e Serbia" - SVILOPIM - Nuovo Programma di Prossimità Adriatico Interreg - Cards - Phare 2004/2006. "Innovative Service to Strengthen Cooperation and Internationalization between SMEs in the field of Agrofood Industries", (ETC Programme GR-IT 2007-2013), "Web for internazionalization of wine network enterprise", (Financed by Apulia Region - RDP 2007-2013), "Un Ambiente Virtuale di Collective Intelligence Abilitante lo Sviluppo di Ecosistemi per L'imprenditorialità Tecnologica Sostenibile" - VINCENTE - (PON), "I FABBISOGNI FORMATIVI E L'EVOLUZIONE DEI PROFILI PROFESSIONALI PER LE FILIERE VINO E OLIO DELL'AREA IONICO-SALENTINA, (POR PUGLIA 2000-2006), "Piano Integrato di Filiera Feudi di San Marzano - Progetto WINE", (RDP Puglia 2007-2013), "Sviluppo di strumenti tecnologici e servizi innovativi di analisi e comunicazione della distintività dei prodotti tradizionali jonico-salentini per rafforzare la penetrazione commerciale della rete di PMI del distretto jonico-salentino", (Apulia Region PO 2007 - 2013).
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### PROJECT PARTNER 3

<b>Partner Role In The Project</b>	PP
<b>Partner Name</b>	Azienda Autonoma di Soggiorno e Turismo di Termoli
<b>Partner Name Engl</b>	Autonomous Agency for Hospitality and Tourism of Termoli
<b>Abbreviation</b>	AAST
<b>Department</b>	
<b>Nuts Id0</b>	IT, ITALIA
<b>Nuts Id1</b>	ITF, Sud
<b>Nuts Id2</b>	ITF2, Molise
<b>Nuts Id3</b>	ITF22, Campobasso
<b>Postalcode City</b>	86039 Termoli
<b>Street Streetnumber</b>	Piazza Bega 42
<b>Home Page</b>	www.termoli.net
<b>Assimilated Partner</b>	no
<b>Vat Number</b>	82004050702
<b>Recover Vat</b>	no
<b>Other National Identifying Number</b>	
<b>Type of Identifying Number</b>	
<b>Type of Partner</b>	regional public authority
<b>Small or Medium Enterprise</b>	no
<b>Co Financing Source</b>	IPAll
<b>Co Financing (%)</b>	85.00
<b>Legal Representative Firstname</b>	Remo
<b>Legal Representative Lastname</b>	Di Giandomenico
<b>Legal Representative Email</b>	aast.europe@gmail.com
<b>Legal Representative Telephone</b>	0039 0875703913
<b>Contact Person Firstname</b>	Maria Concetta
<b>Contact Person Lastname</b>	Perfetto
<b>Contact Person Email</b>	aast.europe@gmail.com
<b>Contact Person Telephone</b>	0039 3276686446
<b>Legal Status</b>	public

<b>Competences</b> <i>Which are the organisation's thematic competences and experiences relevant for the project? What is the main business of the organisation?</i>	<p>The Azienda Autonoma di Soggiorno e Turismo di Termoli (AAS) was founded on February 19th 1962 and it is a public non-profit body established according to DPR 27/08/60 n. 1042, which recognized the entire territory of the municipality the title of Tourist board station. Being an instrumental entity of the Molise Region (see Regional Law 1270972007 n. 24, combined out in Art. 9 and 12, paragraph 5) it is under the control and supervision of the Region and, therefore, fully included in the list of dependent organisms entities of the Region. Taking account of the latter rules, the AAS is considered to as a "Local Authorities" and the economic support to do the following activities is from the Molise Region. The main tasks of the AAS are: - report and processing of incoming statistical data; - relationships with organizations or bodies at local, national and international level; - development of programming tools; - agreements with organizations and institutions; - statistics and market surveys; - predisposition of the annual tourism report; - research and development on local tourism management strategies; - events and exhibitions; - analysis of natural and cultural (tangible and intangible) regional resources; - provide tourist information; - participation in national and international fairs.</p>
<b>Benefit Description</b> <i>What is the expected benefit for the organisation from participating in the project? Is the organisation performing any economic activity within the project or as a result of it?</i>	<p>The main benefit for the Autonomous Agency for Hospitality and Tourism of Termoli is the possibility to improve its local network of tourism business organizations and SMEs, both in the field of accommodation and services. Looking at P2 relations with the touristic district "Molise Orientale", INNOURCLUST project results will give the opportunity to share and transfer best practices of cross-border cooperation area, like Service Charter ,the innovative cluster model and pilot initiatives into the local tourism district framework, influencing the regional tourism development policies. No economic activity is foreseen within the project.</p>
<b>EU/International Projects Experience</b> <i>If applicable, describe the organisation's experience with EU co-financed or other international projects (both participation and their management). In case of lead partner, please describe your capacity to manage a cross border cooperation project.</i>	<p>2004/2005 - Support to the Municipality of Termoli for the activities of the European project DIJETUS – INTERREG III A</p>

## PROJECT PARTNER 4

<b>Partner Role In The Project</b>	PP
<b>Partner Name</b>	Agjencia Kombetare e Turizmit
<b>Partner Name Engl</b>	National Tourism Agency
<b>Abbreviation</b>	AKT/NTA
<b>Department</b>	
<b>Nuts Id0</b>	AL, ALBANIA
<b>Nuts Id1</b>	AL0, Albania
<b>Nuts Id2</b>	AL00, Albania
<b>Nuts Id3</b>	AL000, Albania
<b>Postalcode City</b>	1001 Tirana
<b>Street Streetnumber</b>	Bulevardi Gjergj Fishta, Pallati Shallvare 12-A
<b>Home Page</b>	www.akt.gov.al
<b>Assimilated Partner</b>	no
<b>Vat Number</b>	K51716009k
<b>Recover Vat</b>	no
<b>Other National Identifying Number</b>	
<b>Type of Identifying Number</b>	
<b>Type of Partner</b>	national public authority



<b>Small or Medium Enterprise</b>	no
<b>Co Financing Source</b>	IPAI
<b>Co Financing (%)</b>	85.00
<b>Legal Representative Firstname</b>	Ardit
<b>Legal Representative Lastname</b>	Collaku
<b>Legal Representative Email</b>	Ardit.collaku@akt.gov.al
<b>Legal Representative Telephone</b>	0035542273778
<b>Contact Person Firstname</b>	Mariel
<b>Contact Person Lastname</b>	Halilaj
<b>Contact Person Email</b>	Mariel.Halilaj@turizmi.gov.al
<b>Contact Person Telephone</b>	00355684167325
<b>Legal Status</b>	public
<b>Competences</b> <i>Which are the organisation's thematic competences and experiences relevant for the project? What is the main business of the organisation?</i>	Albanian National Tourism Agency is a public institution depending on the Ministry of Economic Development, Tourism, Trade and Entrepreneurship. Its main purpose is promoting Albania as a tourist destination in the region, Europe and worldwide, to be present in beneficial tourism projects and to support the new Albanian product in the tourism industry. Based on this purpose NTA: 1)Participates in many international tourism fairs. By the end of 2013 NTA organized for the first time the domestic fair of "Winter Tourism, trying to promote it inside Albania. During the last 3 years NTA has increased the participation in international tourism fairs, increasing also the interest of tourists. On 2017 Albania represented by NTA will have the status of partner country in one of the biggest fair CMT Travel Fair in Stuttgart. 2)Organizes familiarization trips with international media and tour operators, developing the image of Albania on international media platforms and also aims to create tourist packages between Albanian and foreign tour operators. An important fun trip is with German media group coming to visit Albania with the aim of promoting it as a partner country in CMT Stuttgart. 3)Produces promotional materials like touristic maps, brochures which are used by every local government unit, 4) Promotes Albania as a Tourist Destination via facebook, twitter, instagram and youtube. 5)Stimulates and promotes investments in tourism collaborating with Albanian Investment Development.
<b>Benefit Description</b> <i>What is the expected benefit for the organisation from participating in the project? Is the organisation performing any economic activity within the project or as a result of it?</i>	The main benefit for the Albanian National Tourism Agency is the possibility to increase its network of national and international tourism business organizations and SMEs and improve its capacity to support touristic promotional activities. Another important benefit is related to opportunity to acquire best practices coming from Apulian experiences and share, with local stakeholders, some innovative measures to enhance the albanian touristic potential. INNOURCLUST project will also improve P4 internal staff cooperation skills and gives also the possibility to promote Albania as an international touristic destination in a cross-border logical framework. No economic activity is foreseen within the project.
<b>EU/International Projects Experience</b> <i>If applicable, describe the organisation's experience with EU co-financed or other international projects (both participation and their management). In case of lead partner, please describe your capacity to manage a cross border cooperation project.</i>	No experiences

## PROJECT PARTNER 5

<b>Partner Role In The Project</b>	PP
<b>Partner Name</b>	Dhoma e Tregtisë dhe Industrisë, Tiranë
<b>Partner Name Engl</b>	Chamber of Commerce and Industry, Tirana
<b>Abbreviation</b>	CCIT
<b>Department</b>	

<b>Nuts Id0</b>	AL, ALBANIA
<b>Nuts Id1</b>	AL0, Albania
<b>Nuts Id2</b>	AL00, Albania
<b>Nuts Id3</b>	AL000, Albania
<b>Postalcode City</b>	1001 Tirana
<b>Street Streetnumber</b>	Rruga "Kavajes" 6
<b>Home Page</b>	www.cci.al
<b>Assimilated Partner</b>	no
<b>Vat Number</b>	AL J62130004U
<b>Recover Vat</b>	no
<b>Other National Identifying Number</b>	
<b>Type of Identifying Number</b>	
<b>Type of Partner</b>	local public authority
<b>Small or Medium Enterprise</b>	no
<b>Co Financing Source</b>	IPAI
<b>Co Financing (%)</b>	85.00
<b>Legal Representative Firstname</b>	Nikolin
<b>Legal Representative Lastname</b>	Jaka
<b>Legal Representative Email</b>	jaka@cci.al
<b>Legal Representative Telephone</b>	0035545800932
<b>Contact Person Firstname</b>	Albana
<b>Contact Person Lastname</b>	Çunaj
<b>Contact Person Email</b>	albana_cunaj@cci.al
<b>Contact Person Telephone</b>	0035545800932
<b>Legal Status</b>	public
<b>Competences</b> <i>Which are the organisation's thematic competences and experiences relevant for the project? What is the main business of the organisation?</i>	1)Consultancy with the business operators regarding their issues. It also contacts the media to make them public for a wider circle of stakeholders. 2)The management of a series of projects, mainly funded by different Programmes of EU, such as the transboundary programmes or South-East Europe. 3)Organization of training activities with employees of different businesses, including the issues of the strategic management and business planning, financial management, project management, internationalization, marketing 4)Organization of fairs and exhibitions and supporting SMEs to participate in international fairs 5)Promotion of the Albanian business and creation of opportunities in order to develop and extend new markets (new contemporary technologies as well as in the accomplishment of the standards required by the European market) 6)Providing contribution in the realization of business missions with international partners, attracting the foreign investments to Albania and their cooperation with the Albanian investors 7) Providing a specialized judicial and technical consultancy for its own members and for all the businesses that operate in the district of Tirana in the field of intellectual ownership (Trademarks and service brands, invention patents, geographical nominations, copyright, defending the cases of the industrial ownership at the courts of all the levels, specialized consultancy at public and private Universities).
<b>Benefit Description</b> <i>What is the expected benefit for the organisation from participating in the project? Is the organisation performing any economic activity within the project or as a result of it?</i>	The main benefit for the Chamber of Commerce and Industry of Tirana is the possibility to improve the promotion of the Albanian business in tourism sector and create new opportunities to support local SMEs for the access to international markets and their accomplishment of the standards required by the European market. Another important benefit for P5 is to be part of an innovative networking system (INNOTOURCLUST) that can help albanian enterprises to cooperate into a cross-border touristic network and take advantage from the good practices already developed in Apulian Region. The collection of the best practices and business agreements provided by the project will support P5 in the specific function to enhance local economy and increase job opportunities. No economic activity is foreseen within the project.

<b>EU/International Projects Experience</b> <i>If applicable, describe the organisation's experience with EU co-financed or other international projects (both participation and their management). In case of lead partner, please describe your capacity to manage a cross border cooperation project.</i>	<p>“Capacity building for sustainable tourism development” 2007-2009, LIFE-TCY(Lead Partner); EMBRACE II 2006–2008, Interreg III BCADSES/CARDS (External Lead Partner); “Creation of a Network of Local Development Actors and Trade Fair Corporations in the Adriatic Region”, 2007–2008, Adriatic New Neighborhood Programme Interreg/CARDS (External Lead Partner); “The Banking Bridge”, 2007–2008. “Mare delle Aquile”; 2007–2008, Interreg III Italia – (Partner); “ADRIA-Net” (partner); “Promozione Sviluppo Italia-Albania” (partner); “Balcanet”, 2008-2009, a Veneto Foreign Trade Centre (VFTC) Project, (Partner); “PARTNERS for Investment Promotion”, 2008 – 2009, CARDS, (Partner); “South East Europe Consultancy Network” (2008 – 2009) (Partner); High-Level Innovation for a Value-Driven Exploitation of a Joint S3 in the Adriatic (Partner); Adriatic Fortresses and Military areas; (Partner); Adriafootouring- 2o Ord/090(Partner);Adriair- 2o Ord/0021/2 Airport Security and Air Taxi Network in the Adriatic Cluster Club (Partner); Cluster Club 1o Ord/0189 (Partner); Platform for the Information Technology aimed at Getting Opportunities to reduce ICT gap in the Adriatic area Sear, (Partner); ADB-SEE/C/0004/3.3/X Adriatic - Danube - Black Sea multimodal platform; (Partner); SEA-R -1o Ord/0187 Sustainable Energy in the Adriatic Regions: Knowledge to Invest (Partner); Territory, energy &amp; Employment (Partner); Venture Initiatives in the Balkan Countries (partner), EEN-Albania-2015-2016; 2017-2018 (partner).</p>
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## PROJECT PARTNER 6

<b>Partner Role In The Project</b>	PP
<b>Partner Name</b>	Nacionalna turistička organizacija Crne Gore
<b>Partner Name Engl</b>	National Tourism Organisation of Montenegro
<b>Abbreviation</b>	NTOCG
<b>Department</b>	
<b>Nuts Id0</b>	ME, ЦРНА ГОРА (CRNA GORA)
<b>Nuts Id1</b>	ME0, Црна Гора (Crna Gora)
<b>Nuts Id2</b>	ME00, Црна Гора (Crna Gora)
<b>Nuts Id3</b>	ME000, Црна Гора (Crna Gora)
<b>Postalcode City</b>	81000 Podgorica
<b>Street Streetnumber</b>	Marka Miljanova 1
<b>Home Page</b>	www.montenegro.travel
<b>Assimilated Partner</b>	no
<b>Vat Number</b>	02242508
<b>Recover Vat</b>	no
<b>Other National Identifying Number</b>	
<b>Type of Identifying Number</b>	
<b>Type of Partner</b>	national public authority
<b>Small or Medium Enterprise</b>	no
<b>Co Financing Source</b>	IPAI
<b>Co Financing (%)</b>	85.00
<b>Legal Representative Firstname</b>	Željka
<b>Legal Representative Lastname</b>	Radak Kukavičić
<b>Legal Representative Email</b>	zeljka.radak@montenegro.travel
<b>Legal Representative Telephone</b>	00382(0)77100000
<b>Contact Person Firstname</b>	Biljana
<b>Contact Person Lastname</b>	Božović
<b>Contact Person Email</b>	Biljana.bozovic@montenegro.travel
<b>Contact Person Telephone</b>	00382(0)77100014

<b>Legal Status</b>	public
<b>Competences</b> <i>Which are the organisation's thematic competences and experiences relevant for the project? What is the main business of the organisation?</i>	The National Tourism Organisation of Montenegro - NTO MNE can give a great contribution to the project, for several reasons: NTO is recognized like tourist national organization operating at international and national level for the promotion of places with long tradition. Moreover its organizations plans the national tourist activities in accordance with the Montenegrin Ministry of Tourism and Sustainable Development. This organization operates through technical personnel and qualified employees. Collaboration of NTO of Montenegro with associations like local tourist organisation, hotel association, restaurants, business associations, creative individuals, and international institutions is at high level and it represents very good base for implementation of different project actions and future progress. NTO of Montenegro plans all the activities aimed to promote the tourism in Montenegro both in the country and abroad, creates the annual program for informational and promotional activities of the state, follows and analyses trends on the tourism markets and carries out tracking studies, creates the conditions and provides the means for affirmation of tourism values and potentials by way of publications, exhibits at tourism shows, presentations etc.; creates and develops a tourism information system in Montenegro and enables it to be connected with other information systems in the country and abroad; co-ordinates and unites the informational and promotional activities.
<b>Benefit Description</b> <i>What is the expected benefit for the organisation from participating in the project? Is the organisation performing any economic activity within the project or as a result of it?</i>	The main benefit for the National Tourism Organisation of Montenegro is the possibility to enrich its experience in tourism promotional activities, national and international tourism business network. Another important benefit is related to the opportunity to acquire best practices coming from Apulian experiences and share, with local stakeholders, some innovative measures to enhance the diversification of tourism services and products. INNOURCLUST project will also improve P6 internal staff cooperation skills and gives also the possibility to promote Montenegro as an international touristic destination, in a cross-border logical framework and influence the future national tourism policies. No economic activity is foreseen within the project.
<b>EU/International Projects Experience</b> <i>If applicable, describe the organisation's experience with EU co-financed or other international projects (both participation and their management). In case of lead partner, please describe your capacity to manage a cross border cooperation project.</i>	National Tourism Organisation of Montenegro has experience in the processes of preparation and implementation of cross-border and transnational EU projects and other regional projects. From the 2009 year NTOCG worked on strengthening its own capacities competences in the coordination and management of EU projects. Since then, NTOCG had successfully participated in several EU funded projects in the tourism sector. In tourism sector National Tourism Organisation of Montenegro and Ministry of Sustainable Development and Tourism of Montenegro are recognized as an umbrella organisations in terms of strategic development of the tourism and promotion in line with Montenegro tourism development strategy - Master plan 2020. NTO CG has participated as a partner to several EU co-funded projects: IPA Adriatic CBC Programme: "InteGRATED actions to promote sustainable ToURist development". CBP Croatia - Montenegro: "Joint Promotion and Increased Level of Safety of Nautical Tourism in Dubrovnik-Neretva County and Montenegrin Coast"; "Development of ICT for Outdoor Destinations". Competitiveness and Innovation Framework Programme (CIP): "Holiday4all - Sustainable Model for Social Tourism in Danube macro-region"; "Western Balkan Adventure and Discovery Tour".

## PART C - PROJECT DESCRIPTION

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## C.1 PROJECT RELEVANCE

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### C.1.1 TERRITORIAL CHALLENGE

**WHAT ARE THE COMMON TERRITORIAL CHALLENGES THAT WILL BE TACKLED BY THE PROJECT?**

***Please describe the relevance of your project for the programme area in terms of common challenges and/or joint assets addressed. Please specify the situation for the territories participating in the project.***

IT-AL-MO area is affected by financial constraints, low confidence among investors and slow growing opportunities for local economy. The economy is mostly based on services more than production capacity. Tourism is one of the most important economic sector for the area and it can be strategically important to help IT-AL-MO countries in rebalancing local economy, offering opportunities for long-term economic growth, supporting competitiveness, internationalization of SMEs and improving youth labor market conditions. In Italy, Apulia Region has collected amazing scores in national and international tourism market, mainly enhancing through innovative models its typical cultural and eno-gastronomic products. In Montenegro, tourism market is definitely the most important driver for economy even if it has to improve its product's innovation and differentiation. Albania has great potential since it is still unknown and then a perfect place to discover. INNOTOURCLUST looks at local SMEs (agriculture, food processing, fisheries, sea-based services, handicraft, Ho.re.ca, eco-sport organizations, social organizations, etc.) with the aim to support them with an innovative networking model to improve economic competitiveness and to satisfy the new international tourism market trends. The innovative way to think at tourism business, in line with regional and national strategies of the involved areas, can strengthen local business specificities, cooperation to develop cross-border markets and promotion of territorial identities. In the involved territories, to attract new kind of touristic requests is important to increase the cross border cooperation and share common models of new touristic approaches. With reference to each involved territory, it is evident that all countries have important touristic attractions with a wide range of typical economic facilities in many fields like rural and cultural environments.

### C.1.2 PROJECT APPROACH

**WHAT IS THE PROJECT'S APPROACH IN ADDRESSING THESE COMMON CHALLENGES AND/OR JOINT ASSETS AND WHAT IS INNOVATIVE ABOUT THE APPROACH THE PROJECT TAKES?**

***Please describe new solutions that will be developed during the project and/or existing solutions that will be adopted and implemented during the project lifetime. Please explain how far the approach goes beyond existing practice in the sector and/or participating regions.***

INNOTOURCLUST's approach in addressing common territorial challenges is related to the creation of an innovative cluster model to improve the level of collaboration between SMEs, local stakeholders, public authorities and business organizations, for a better cross-border cooperation and competitiveness on international tourism market. The project proposal can contribute to local economy growth because it aims to increase the business capacity of the enterprises for the development of tourism services and products through training workshops, digital tools for business support and B2B events. With reference to existing practices, it is important to note that in recent years Apulia Region has strongly promoted a cluster policy, collecting significant results. Apulian experience in the field of networking is mainly connected to cultural and tourism market. This aspect is very important for the project since it can help to transfer good existing practices in other involved countries, improving SMEs networking capacity and reducing the innovation gap with IPA states. The project aims to enhance cooperation, through the collection of cross-border business agreements among local institutions, business organizations, tourism operators (tour operators, travel agencies, hotel and non hotel units), service and social actors (social organizations, eco-sport organizations, sea-based activities, events and festival managements) and local production SMEs (agro-food, fisheries, handicrafts, Ho.re.ca). Business agreements will be important to develop jointly managed pilot initiatives for the creation of different touristic services and products to be proposed on international market and matching in this way, the challenge of an higher level of local SMEs internationalization.

### C.1.3 COOPERATION REASON

**WHY IS CROSS BORDER COOPERATION NEEDED TO ACHIEVE THE PROJECT'S OBJECTIVES AND RESULTS?**

***Please explain why the project goals cannot be efficiently reached acting only on a national/regional/ local level and/or describe what benefits the project partners/target groups/project area gain in taking a cross border approach.***

CBC is important for the mutual strengthening of the tourism industries of neighbouring countries (Grundy-Warr, Perry, 2001). CBC fosters people-to-people contacts as well as networks between local communities, establishing a common border-region identity. Working together, different Regions can jointly identify and address the specific challenges and opportunities, establishing a link in their cultural and economic interests. The project has an high value in the cross border cooperation because it creates a strong cultural and economical link between Apulia, Molise, Albania and Montenegro, due to common key topics like food, fishery and sea, handicrafts and art, culture and traditions. This deep common core, as well as, the economic framework of the involved territories, is important for the achievement of project's objectives and results. To implement actions and reach efficient and effective results, partners will work jointly with a cross-border approach. They already cooperated for the development of the proposal and this aspect will be deepened during the project. This will be ensured by frequent cross-border discussions, reports and meetings. The cross-border collaboration of local SMEs entail very close contacts and communication with all stakeholders, from public and private sector. This type of integration and collaboration can lead to effective dialogue in building mutually acceptable interests, exploiting and forwarding the potential of INNOURCLUST in the macro region. INNOURCLUST will also facilitate the generation of social capital, trust and mutual understanding among business organizations and local authorities on both sides of the borders. Finally the creation of a Service Charter with common and qualified standards is a benefit for all stakeholders because it offers opportunities for the less developed touristic systems like Albania and Montenegro to raise their competitiveness and qualify their touristic products.

## C.1.4 COOPERATION CRITERIA

WHAT IS THE DEGREE OF CROSS BORDER COOPERATION WITHIN THE PARTNERSHIP?		
<i>Please select at least 3 cooperation criteria that apply to the project and provide a brief explanation.</i>		
Cooperation criteria		Description
Joint Development	X	INNOURCLUST project has a joint development because all local stakeholders are involved with the common aim of generate new cross-border businesses network and increase the competitiveness and cooperation of SMEs from different economical sectors.
Joint Implementation	X	INNOURCLUST project activities are implemented by all project partners that will contribute to all WPs for their own geographic area and cross-border cooperation needs to reach the project outputs and results. Each partner has specific and clear roles and responsibilities for WP's activities.
Joint Staffing	X	Each partner has a representa PM in the project team. The internal communication will be implemented with an intranet system. The management staff will work together to ensure the proper execution of activities and monitoring. Technical and administrative staff will support all the activities.
Joint Financing	X	All partners have their own budget for their tasks. LP will coordinate financial operations with each partner's FM. LP will be responsible for the distribution of funds and management of financial programme's requirements, national and international rules. Co-financing come from all project partners

## C.2 PROJECT FOCUS

### C.2.1 PROJECT OBJECTIVES, EXPECTED RESULT AND MAIN OUTPUTS

**WHAT IS THE MAIN OVERALL OBJECTIVE OF THE PROJECT AND HOW DOES IT LINK TO THE PROGRAMME SPECIFIC OBJECTIVE?**

***Specify the project main objective (s) and describe its contribution to the Programme specific objective Specify expected results and main outputs***

The main objective of the project is the improvement of the competitiveness and cooperation of IT-AL-MO SMEs through the creation and implementation of an Innovative Cross-Border Tourism Cluster focused on the integration and training of local economic operators for a better and innovative match of local enterprises with international tourism industry. Tourism market is definitely one of the main key sector for IT-AL-MO economy, that's why, in line with the PA 1 and SO 1.1 of the Programme, the project aims to valorize the economic potential of the area, focusing on an innovative model of tourism networking with a strategic and long term effect on the territory through a smart, sustainable and inclusive growth of local SMEs and business organizations. The project promotes the endogenous potential of the CBC, enhancing business agreements among target groups to increase internationalization and competitiveness of local businesses and a dynamic economy development. The project has 3 SOs. Each SO is related to project's main output as follows: SO1 main outputs > n.1 Innovative Cross Border Tourism SMEs Cluster (32 SMEs) (T1 - A.T.1.3); n.8 business agreements (4 SMEs) (T1 - A.T.1.4). SO1 expected result > Enhanced economic cross border cooperation and increased competitiveness through a better interaction among local stakeholders and enterprises. SO2 main outputs > n.4 mentoring and coaching workshops (8 SMEs) (T2 - A.T.2.2); n.1 capacity building digital lab (20 business institutions) (T2 - A.T.2.3). SO2 expected result > better matching between international tourism demand and local SMEs offer of innovative products and services. SO3 main outputs > n.4 B2B events (8 SMEs) (T3 - A.T.3.1). SO3 expected result > Strengthened and empowered international promotion system of local SMEs and business institutions. Project's outputs and results are strictly related to specific economic needs of involved target groups, emerged from project partners preliminary discussions.

## **C.2.2 PROGRAMME RESULT**

**Programme result indicator to which the project has to contribute.**

Common interventions aimed to improve the cross border framework conditions in which the facilitators of competitiveness operate

## **C.2.3 PROJECT MAIN RESULT**

**WHAT ARE THE PROJECT'S MAIN RESULTS AND HOW DO THEY LINK TO THE PROGRAMME RESULT INDICATOR?**

***Please specify your one or more project main results and describe their contribution to the programme result indicator.***

The main expected results of the project, according to the Programme result indicator of the Priority axis 1, Specific objective 1.1 are the following: 1) Enhanced economic cross border cooperation and increased competitiveness through a better interaction among local stakeholders and enterprises. 2) Better matching between international tourism demand and local SMEs offering innovative products and services. 3) Strengthened and empowered international promotion system of local SMEs and business institutions. Project's expected results will contribute to programme result indicator because INNOTOURCLUST network will involve all relevant business actors and stakeholders of IT-AL-MO area and will launch an innovative cluster model to enhance common interventions for the cross-border tourism market growth, the development of integrated services among SMEs, stakeholders and business organizations and INNOTOURCLUST's members international promotion activities.

## **C.2.4 PROJECT SPECIFIC OBJECTIVES**

**PLEASE PROVIDE A SHORT EXPLANATION ON THE DEFINED SPECIFIC OBJECTIVES?**

*Define max. 3 specific objectives of the project.*

Project Specific Objective Title	Project Specific Objective Explanation
Fostering the cooperation and agreements among local SMEs through the creation of the INNOTORCLUST cross – border cluster	The first specific objective is oriented to the involvement of the most important stakeholders of local economic and social sectors, and moreover to suggest the creation of innovative products and services in tourism business, under a common Service Charter that will ensure smart, sustainable and inclusive growth of local stakeholders. INNOTORCLUST is focused on local SMEs and local economy to generate new cross-border business agreements and networking opportunities in order to increase competitiveness and cooperation of the eligible area.
To qualify local SMEs fostering digital tools and training support to cluster members and business institutions	The second specific objective is oriented to implement specific knowledge transfer activities (best practice exchange, workshops and digital tools) for local SMEs, stakeholders and business organizations. Training activities will foster the development of innovative jointly managed INNOTORCLUST pilot initiatives, will increase cluster members cooperation skills, will improve capacity building innovative methods and will offer dynamic B2B digital resources for local SMEs. Moreover the correct use of the digital tools by INNOTORCLUST members will be achieved with the creation and sharing of a guidelines document for cluster's stakeholders.
Improvement of long term business connections between INNOTORCLUST SMEs and international tourism market	The third specific objective is oriented to the internationalization of INNOTORCLUST members through a stronger presence in the international tourism market. SMEs connections and cluster members cooperation will establish a long term active network to support local economy of the involved regions. In this phase international networks already established by project partners will help the efficient achievement of the objective.

### C.2.5 PROJECT MAIN OUTPUTS

Overview table on project outputs as defined in the work plan					
Programme output indicators	Project output indicator targets	Measurm ent Unit	Project main output quantific ation (target)	Project main output number	Project main output (title)
- Number of enterprises receiving non-financial (common indicator – reference to the Annex of Regulation support (EU) No 1299/2013);	52.00	Number	32.00	T1.1.1	n.1 Innovative Cross Border Tourism SMEs Cluster
			4.00	T1.2.1	n8 business agreements and pilot initiatives among SMEs
			8.00	T2.1.1	n.4 INNOTORCLUST workshops for SMEs.
			8.00	T3.1.1	n.4 INNOTORCLUST B2B events
o Number of business and research institutions involved/offering non-financial support.	4.00	Number	4.00	T2.2.1	n.1 INNOTORCLUST capacity building digital labs format for business support organizations

### C.2.6 TARGET GROUPS



Target group/-s	Description: Please further specify the target groups	Target value
local public authority	Public bodies who operate with SMEs	4.00
regional public authority	Regional representatives of involved countries.	4.00
sectoral agency	Sectoral agencies who operate in tourism and cultural industries, linked to sea activities, rural development, food and/or handicraft promotion.	4.00
interest groups including NGOs	Interest group who operate in tourism and cultural industries (eco-sport organizations, social organizations, events, festivals, ecc) linked to sea activities, rural development, food and/or handicraft promotion.	4.00
enterprise, excluding SME	Enterprises connected to tourism and/or cultural industry.	4.00
SME	SMEs (agriculture, fisheries, sea-based services, handicraft, Ho.re.ca) with touristic potential to be exploited	32.00
business support organisation	Organizations who operate in close contact with local SMEs and institutions who operates in tourism industry.	4.00
national public authority	At least one national tourism representative from each country/region.	3.00
International organisation under national law	International tourism organisations (AITR, Touring Club Italia) under national law	1.00
International organisation under inter-national law	International organisations (WTO, GSTC) under inter-national law	1.00

## C.2.7 DURABILITY AND TRANSFERABILITY OF THE MAIN OUTPUT

### DURABILITY OF MAIN OUTPUTS AND RESULT

HOW WILL THE PROJECT ENSURE THAT PROJECT OUTPUTS AND RESULT/S WILL HAVE A LASTING EFFECT BEYOND PROJECT DURATION? <i>Please describe concrete measures (including institutional structures, financial resources, etc.) taken during and after project implementation to ensure and/or strengthen the durability of the project `s outputs and results. Explain how outputs will be further used once the project has been finalised and, if relevant, explain who will be responsible and/or who will be the owner of outputs. Please take care to ensure a link between this description and the one reported in Section „WorkPlan“.</i>
<p>INNOTOURLUST, based on a common purpose, guarantees by itself the sustainability of the project. The cluster will be formed by a group of connected SMEs and stakeholders that, working together, can promote and local economy and generate new business opportunities. The project will support pilot initiatives (business agreements) between SMEs (T1-D.T.1.4.1), focused on innovative "travel experience" services to be promoted on international tourism market. Context studies (T1-D.T.1.1.1), knowledge transfer activities (T2 - A.T.2.1), workshops (T2-A.T.2.2), digital supporting tools (T2-A.T.2.3), B2B events (T3-A.T.3.1) and project's sustainability plan (T3-A.T.3.2) will ensure that cluster members obtain all needed support to keep cooperating even after the project closure. Moreover the MOU (T3- D.T.3.2.2) will include an Economic Strategic Plan to ensure the continuity of the cooperation, using a self monitoring system and planning a self-financing system. Given the institutional and economical status of partners involved, financial and institutional/political sustainability are strictly related, since promotion activities and company's agreements are among the top competences of such partners. All partners will use their internal human resources to support the extension of activities, contributing to the financial sustainability of INNOTOURLUST network and the further use of the project platform (T2-D.T.2.3.1). Moreover the project ensures that involved stakeholders will keep their contribute to INNOTOURLUST vision (T2-D.T.2.3.3). The Service Charter (T1-A.T.1.2) will also contribute to policies that promote tourism and business development processes, giving inputs for future legislation, policies and public investments thinking to long-term strategies. The Service Charter can also be an establishment base for formal and informal networks, for the production of accessible guidelines and useful tools for local stakeholders and can facilitate project's follow up activities</p>

### TRANSFERABILITY OF MAIN OUTPUTS AND RESULTS

**HOW WILL THE PROJECT ENSURE THAT PROJECT OUTPUTS AND RESULTS 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 and results to other organisations/regions/countries outside of the current partnership.  
Please take care to ensure a link between this description and the one reported in Section „WorkPlan“.***

Project partners are all public bodies that support tourism and business policies in their respective regions. All of them have professional staff and financial capacity to transfer and replicate project outputs and results. Project partners will be able, during and after the end of the project, to enlarge the network of relationships among stakeholders, exploiting their contacts, to spread results, output and knowledge about INNOURCLUST model. Due to its nature and aim, project's results can be easily transferred, replicated and adapted in other contexts, within the cooperation area but even in the whole Mediterranean area. The main output of the project will be a model that, for its design, can be used as reference for other similar initiatives during and after the end of the project. The Service Charter (T1 – A.T.1.2) and business agreements (T2 – A.T.1.4) can be taken as reference for the promotion of the cluster's model in other Regions/Countries. Best practice exchange, mentoring/coaching activities and digital supporting tools themselves (T2 – A.T.2.1, A.T.2.2, A.T.2.3) can be replicated after the end of the project, ensuring the follow up of the activities and ensuring a continuous capacity building process among already involved and upcoming stakeholders. The general aim is to ensure that all the results that will be achieved, will be further developed to spread the model of INNOURCLUST in the Med Area and even in the rest of Europe. The project will promote a low cost strategy to enhance innovative INNOURCLUST pilot initiatives and business agreements collected during project's activities in order to find smart, creative and viable solutions to foster jointly managed long-term businesses and to transfer outputs and results to other organisations, regions and countries outside of the project partnership.

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## **C.3 PROJECT CONTEXT**

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### **C.3.1 PROJECT CONTRIBUTION TO WIDER STRATEGIES AND POLICIES**

**HOW DOES THE PROJECT CONTRIBUTE TO WIDER STRATEGIES AND POLICIES?**

***Please describe the project`s contribution to relevant EU/national/regional policies and/or strategies other than EUSAIR in the thematic domain(s) addressed by the project.***

At European level the higher policy framework is represented by the Cohesion Policy 2014-2020. Within its 11 thematic objectives, INNOURCLUST places several of its objective and results. In particular the objectives 3 "Enhancing the competitiveness of SMEs" and 10 "Investing in education, training and lifelong learning". EU strategies, policies and technical references are: COM/2007/0621 on Agenda for a sustainable and competitive European tourism, Small Business Act for Europe (SBA), Europe's programme for small and medium-sized enterprises (COSME), European Tourism Indicators System (ETIS), IPA Regional Development Programmes and the Implementation rolling plan of tourism action framework (COM/2010/352). At national level, a reference is the DM 311 30.06.2016 (Istituzione del Distretto Turistico - Molise Orientale), moreover the project contributes to the competitiveness and to tourism national policies and strategies in each country. At regional level for Apulia Region, the Decree of 31.05.14, n.83 about Urgent measures for the protection of cultural heritage, the development of culture and upswing of tourism, the Deliberations of the Regional Council no. 573 of 02/04/2014.

### **C.3.2 EUSAIR STRATEGY**

**Describe if the project contributes to one of the topics of intervention of EUSAIR and to its indicative action(s) and describe in what way.  
Please specify the project added value in order to reach the concrete priorities for the macro-region.**

**EU Strategy for the Adriatic and Ionian Region**

The area covered by INNOUTOURCLUST is geographically linked with EUSAIR strategy for the Adriatic and Ionian Regions together with the Territorial Agenda 2020 which connects smart, sustainable and inclusive growth to territorial cohesion. The project answers directly to EUSAIR pillars. The project proposal is in line with the I (Blue Growth) and IV (Sustainable Tourism) pillars of EUSAIR strategy. With reference to I pillar it meets the following specific objective: 1.2 Fisheries and aquaculture providing the following actions: Diversification and profitability of fisheries, Developing skills of involved operators and improving Marketing of seafood products. With reference to IV pillar, the project meets the following specific objectives: 4.1. Diversify the macro-region's tourism products and services, and tackle the issue of seasonal tourism; 4.2. Improve quality and innovative approaches. To achieve these objectives the pillar focuses on the following topics that are coherent with project's contents: 1. Diversified tourism offer (products and services), 2. Sustainable and responsible tourism management (innovation and quality). The project in relation with its partners status and involved stakeholders, will provide the following actions to meet the above indicated objectives: Training and aggregation initiatives to improve management skills, tourism B2B platform and multimedia utilities to promote new products and thematic routes, Communication and promotion through social networks targeting global travel stakeholders groups. All the activities will try to put together different kind of stakeholders. Following this way local communities, SMEs, business organizations and public authorities will be active parts of INNOUTOURCLUST development.

### C.3.3 SYNERGIES

**What are the synergies with other past or current EU and other projects or EU-initiatives the project makes use of?**

INNOUTOURCLUST focuses on the implementation of multilevel activities, using previous achievements of projects developed by the partners referred to SME competitiveness, typical products valorization and tourism development. Following, a short list of synergies with INNOUTOURCLUST vision that could contribute to enrich project's implementation and its objectives achievement. LB during last years has managed relevant programs, it participated in two ETCP GR-IT 2007-2013 projects (INNARTO and T.S.), three Adriatic IPA 2007-2013 (S.M.E, CAST, EpatNet), one project for EASME 2016 (ENTREFISH) and Adrion to Expo Venice project (a joint project with Unioncamere and Unioncamere Puglia). P2 took part to: "Sviluppo e valorizzazione dei sistemi locali per il sostegno alle piccole e medie imprese innovative in Albania, Bosnia e Serbia" - SVILOPIM- Cards - Phare 2004/2006, "Innovative Service to Strengthen Cooperation and Internationalization between SMEs in the field of Agrofood Industries (ETC GR-IT 2007-2013), "Web for internationalization of wine network enterprise", (RDP 2007-2013), "Un Ambiente Virtuale di Collective Intelligence Abilitante lo Sviluppo di Ecosistemi per L'imprenditorialità Tecnologica Sostenibile" (PON). P5 took part to: "Capacity building for sustainable tourism development" (CBSTD), 2007- 2009, LIFE-TCY, Venture Initiatives in the Balkan Countries, Cluster Club (Adriatic IPA CBC 2007-2013), FINN -Mechanism for fostering innovation in South East Europe (SEE Programme - IPA), Adriafootouring (Adriatic IPA CBC 2007-2013), HIVES, High-level Innovation for a Value-Driven Exploitation of a Joint S3 in the Adriatic Area (Adriatic IPA CBC 2007-2013), EEN-ALBANIA (COSME 2015-2016/2017-2018). P6 took part to: Integrated Actions to Promote sustainable tourist development (IPA-CBC-ERDF 2007-2013), Development of ICT for Outdoor Destinations (Croatia-Montenegro - Pre-accession Assistance, IPA), Western Balkan Adventure and Discovery Tour (CIP).

### C.3.4 KNOWLEDGE

**HOW DOES THE PROJECT MAKE USE OF BUILDING AVAILABLE KNOWLEDGE?**

**Please describe the experiences/lessons learned the project drawn on, and other available knowledge the project capitalises on.**

Apulian's clusters successful experiences are for sure a good reference for INNOUTOURCLUST activities implementation. This aspect recall the importance of connecting different economic sectors for common business purposes, in order to develop innovative models of growth for local SMEs and for the interaction among private operators and public bodies. Tourism growth of Puglia Region partially reflects the networking effects of cluster's regional experiences, mainly in cultural and innovation fields. At partnership level, the Chamber of Commerce of Lecce (LP) has a wide range of experiences in EU projects as Lead partner and as participant. LP experiences in cooperation projects will be extremely important for the correct implementation of PP's tasks and to achieve all projects objectives. Moreover all partners are public bodies with strong connections among private operators, business institutions and SMEs. As many experiences demonstrate, the networking between public and private bodies is a key factor for the efficiency of projects results and territorial benefits.

## C.4 HORIZONTAL PRINCIPLES

Please indicate which type of contribution to horizontal principles applies to the project, and justify the choice. (In the drop down value list choose from: neutral, positive, negative effects)		
Horizontal principles	Description of the contribution	Type of contribution
<b>Sustainable development (environment)</b>	Sustainable development is an important aspect for the project, its actions, outputs and results. The cluster model will consider sustainable development (social, natural and economic) as a base philosophy. INNOURCLUST Service Charter will be based on common principles for cluster's members. The defined standards will be highly focused on sustainable development concept. The defined common standards for INNOURCLUST members, will foster environmental protection, resource efficiency, protection of ecosystems and biodiversity valorization. The project itself will be carried out reducing carbon footprint of each activity. Selection of durable goods, consumables and dissemination material will take into account the eco-features according to COM (2008) 397 and PEF methodology. To reduce trips and CO2 emissions Skype conferences will be preferred. News will be divulgated on e-mail. Informative material will be mainly spread in electronic format (on line dissemination) making them freely available from the project platform to stakeholders. Project leaflets will be printed in a reasonable number of copies, reducing environment impact.	positive
<b>Equal opportunity and non-discrimination</b>	A multicultural approach can always facilitate the process of change towards an inclusive society, especially in cross border cooperation projects. Council Directive 2000/43/EC of 29 June 2000 and the Council Directive 2000/78/EC of 27 November 2000 will be strong references for the project and in anyway and under any circumstances the project will not permit unequal treatment of any kind with respect to racial/ethnic-origin/religions/political/personal beliefs/ sexual orientation/age/ disability etc. Non-discrimination principles will be applied for employments, salaries or for the identification of managerial roles, suppliers and providers. Social inclusion will be a key issue in the definition of INNOURCLUST model.	positive
<b>Equality between men and women</b>	In regarding of the Directive 2006/54 / EC of 5 July 2006 and the SEC (2007) 100 final of 8 March 2007, INNOURCLUST will adopt all necessary procedures to avoid gender discrimination. Many authors and statistic researches have pointed to a greater participation of women in the tourism jobs as compared to other economical sectors. This aspect will be carefully explored in the project in order to reflect gender issues as a horizontal principle for a more inclusive implementation. Women's participation will be encouraged in all project activities.	positive

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## C.5 PROJECT RISK

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<b>Risk 1</b>	<b>Title</b>	<b>Start month</b>	<b>End month</b>
	Stakeholders have inaccurate expectations	2018-01	2019-02
	<b>Description</b>		
	The project will involve a wide range of stakeholders, including SMEs. Some of them could be over-optimistic about the project's benefits. It is the case of stakeholders who develop inaccurate expectations about project results and project's impact. They could believe that the project will achieve something not scheduled in the implementation plan. This could happen because the stakeholders are missing any project communication message or don't make a correct use of project digital tools. On the other hand it is also possible that stakeholders make their decisions based on little evidence or inaccurate estimates of project's objectives. The risk to be avoided is that SMEs and othe business stakeholders are expecting that the project will solve their underlying problems/issues.		
	<b>Likelihood that the risk will occur:</b>	<b>Impact of the risk on delivery:</b>	
not likely	low		
<b>What is foreseen to mitigate the risk?</b>			
To mitigate the risk it will be extremely important for all Project Managers to build/keep good working relationships with stakeholders at all levels and an element of that is helping to manage their expectations, driving them to realistic objectives. The already established project partner's networks, are a key factor in this case, moreover during the project implementation, stakeholders meetings will be relevant to state clearly what the scope of the project is, what things are considered in scope and which things explicitly lay outside of the scope of INNOUTOURCLUST working plan. Meetings with local stakeholders (A.T.1.2) will be important to listen their needs, problems and scopes. Best practice and Service Charter sharing, similar clusters experiences and on-line communication activities will furhter help involved stakeholders to be realistic and aware of project's outputs and expected results.			
<b>Risk 2</b>	<b>Title</b>	<b>Start month</b>	<b>End month</b>
	Failure to integrate pilot initiatives with SMEs internal business processes	2018-01	2019-12
	<b>Description</b>		
	INNOUTOURCLUST pilot initiatives could fail to fit into the existing SMEs businesses. The risk is associated with potential issues of connections between INNOUTOURCLUST pilot initiatives, delivered by business agreements, and SMEs existing working structures. The project will provide an innovative system of cooperation between classic tourism industry and local businesses; this aspect could be difficult to be managed by small enterprises with few employees, not necessarily competent in tourism matter.		
	<b>Likelihood that the risk will occur:</b>	<b>Impact of the risk on delivery:</b>	
not likely	medium		
<b>What is foreseen to mitigate the risk?</b>			
The selection of stakeholders that will join INNOUTOURCLUST network will be done with great attention by each partner, to ensure that invited SMEs have a good base structure and can really benefit from cooperating with tourim purposes. Moreover, mentoring and coaching workshops (A.T.2.2) and digital tools for SMEs and business institutions (A.T.2.3) will be strategically important to mitigate this kind of risk. All the stakeholders involved in INNOUTOURCLUST business agreements will be deeply supported to manage jointly INNOUTOURCLUST pilot initiatives. The business support aimed by the project will be directly focused on expanding existing knowledge of local operators in terms of tourism business management with specific references to SMEs involved in each business agreement.			

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## C.6 PROJECT RESULT INDICATORS

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<b>Thematic result indicators</b>			
Please indicate to which indicators the project results will contribute (selecting those indicators of relevance for the project scope and the planned achievements) and provide a quantification of the target together with a brief explanation specifying the expected contribution.			
<b>Thematic result indicator</b>	<b>Measurement unit</b>	<b>Target</b>	<b>Explanations</b>
<b>Number of institutions adopting new and/or improved strategies and action plans</b>	Institutions	4.00	This indicator is related to institution and business organizations that will adopt the common standards of INNOUTOURCLUST, provided by its Service Charter, and that will be supported through the capacity building digital lab. The expected contribution is that, all involved institutions, coming from each project's region, will be able to assist INNOUTOURCLUST action plan and to help local SMEs to be more integrated with tourism industry.
<b>Number of institutions applying new and/or improved tools and services</b>	Institutions	0.00	
<b>Amount of funds leveraged based on project achievements</b>	EUR	0.00	
<b>Number of jobs created (FTE) based on project achievements</b>	FTE	0.00	
<b>Number of trained persons</b>	Persons	8.00	This indicator is related to people trained through INNOUTOURCLUST mentoring and coaching workshops. The workshops will help 8 managers, representatives of SMEs involved in business agreements. The expected contribution is that managers will be able to work closely to each other to strengthen their cooperation skills and to efficiently develop jointly managed pilot initiatives among INNOUTOURCLUST members.

<b>Communication result indicators</b>			
Please provide a quantification of the targets for each of the communication result indicators together with a brief explanation.			
<b>Communication result indicator</b>	<b>Measurement unit</b>	<b>Target</b>	<b>Explanations</b>
<b>Visits to the project website</b>	Number of stakeholders reached	300.00	The indicator is related to all stakeholders involved in INNOUTOURCLUST activities and communication. SMEs, stakeholders concerned by project strategy, local and national other public authorities, economic and social partners, research and innovation actors, financial institutions and business support organizations will be encouraged to join the project platform with digital invitations and local networking provided by each partner.
<b>Participants at project events</b>	Number of stakeholders reached	650.00	During project's implementation n.13 public events are scheduled (n.4 press conferences, n.4 service charter meeting, n.4 B2B events and n.1 final event). The indicator is related to an estimated presence of 50 participants for each event.
<b>Articles, TV/Radio News/Reportage, etc. on local and international press</b>	Number of publications, radio/video productions	8.00	This indicator is related with multimedia production provided by the project. More precisely, the project will provide n.4 photo reportages (n.1 for each involved region) and n.1 short movie (each region involved).
<b>Cross-border events, jointly organized by project partners</b>	Number of joint events	9.00	The project has n.9 jointly organized cross-border events: n.4 Service Charter sharing meetings, n.4 B2B events and n.1 project's final event.

# PART D - WORK PLAN

## D.1 WORK PLAN PER WORK PACKAGES

### TYPE: PREPARATION & CLOSURE

WP Nr	WP Title	WP Start date	WP End date	WP Budget
P	Preparation	01.2018	01.2018	15 000.00
<b>Partner involvement</b>				
<b>Partners involved</b>				
<b>Summary description and objectives of the work package: objectives. Communication strategy, target groups, activities, deliverables, timing, and partners involvement.</b>				
Preparation costs will cover the costs for the informal discussions and meetings organized to build up the project partnership, external expert cost for technical consultation and for the preparation of documents required by the call.				
Closure costs will cover all expenditures for the closure operations (submission of the final report, final communications for all partners, etc.) needed after the end date of the project's implementation period.				

### TYPE: MANAGEMENT

WP Nr	WP Title	WP Start date	WP End date	WP Budget
M	Management	04.2018	04.2020	81 320.00

<b>WP responsible partner</b>		Camera di Commercio I.I.A.A. Lecce		
<b>Partner involvement</b>				
<b>Partners involved</b>	<b>Name:</b> Chamber of Commerce of Lecce <b>Role:</b> LP			
	<b>Name:</b> Department of Management, Economics, Mathematics and Statistics, University of Salento <b>Role:</b> PP			
	<b>Name:</b> Autonomous Agency for Hospitality and Tourism of Termoli <b>Role:</b> PP			
	<b>Name:</b> National Tourism Agency <b>Role:</b> PP			
	<b>Name:</b> Chamber of Commerce and Industry, Tirana <b>Role:</b> PP			
	<b>Name:</b> National Tourism Organisation of Montenegro <b>Role:</b> PP			
<b>Describe the WP objective and how the management on the strategic and operational level will be carried out in the project, specifically:</b>				
<ul style="list-style-type: none"> <li>• structure, responsibilities, procedures for the day-to-day management and co-ordination</li> <li>• internal communication within the partnership</li> <li>• reporting and evaluation procedures</li> <li>• risk and quality management</li> <li>• Indicate whether the management is foreseen to be externalised</li> </ul>				
<p>LP is the Project Coordinator (PC) and has the overall responsibility through its staff, for financial, administrative and legal management and partnership coordination, to check that activities and expected outputs respect planned timetable and financial frames. Each partner will appoint 2 person for PM and FM functions. Steering Group (SG) constituted at kick off will be made up by each partner representative and chaired by the LP. SG will be responsible for strategic decisions and will monitor the implementation phases. PC will ensure the quality of the project through the collection and dissemination among partners of all information on the progress achieved and on the possible difficulties and opportunities arising during project activities. The project platform will have an intranet system for sharing outputs and for internal communication among PP. There will be 4 coordination meetings: 1° at the start of the project (kick off) in Lecce (LB), 2° at month 10th in Molise (P3), 3° at month 15th in Montenegro (P6), 4° at the end of the project (final meeting) at month 24th in Albania (P5). Day-to-day management and coordination tasks will include the elaboration and monitoring of the work plan the design and monitoring of the implementation steps, and qualitative evaluation surveys for partners and stakeholders, call and facilitation of results, production of minutes and contacts with JS for contractual obligations. LP will be responsible for the collection of Progress and Financial Reports and common methodologies, outcomes and results. The PP's FM will work in close contact with the PC and the FLC. There will be 5 progress reports including the final one. LP will define templates and reporting procedures. During project meetings, PP will discuss possible risks, focusing on all kind of possible upcoming problems like budget changes, activities schedule, PP tasks, quality of deliverables, communication tools, stakeholders and target group engagement, project's output</p>				
Please describe activities and deliverables within the work package				
<b>Activity Number</b>	<b>Activity Title</b>	<b>Activity Start Date</b>	<b>Activity End Date</b>	<b>Activity Budget</b>
Activity A.M.1	Project Management	04.2018	04.2020	48 880.00
<p>A.M.1 includes 6 deliverables as follows: D.M1.1 Workplan implementation and D.M1.2 to D.M1.6. for progress reports. The LP will coordinate the project management. Each partner has to indicate one Project Manager (PM) and one Financial Manager (FM). LP will be responsible for the internal communication between the partners using an intranet system related to the project platform and any kind of environmental friendly communication tools. LP is responsible to collect all project outputs created by the PP to be loaded and shared on the project platform and by email. LP will coordinate the project workplan definition and coordination, supporting all PP to ensure an effective workflow. Moreover LP will have the responsibility on the progress technical and financial reports and will let PP able to make them correctly and efficiently.</p>				
<b>Deliverable Number</b>	<b>Deliverable Title</b>	<b>Deliverable Description</b>	<b>Deliverable Targetvalue</b>	<b>Deliverable Delivery Date</b>



Deliverable D.M.1.1	Workplan implementation	LP will establish a work order to be followed by the partnership. The workplan will be implemented by all partners. Technical and administrative staff involved by each partner will support PM and FM for the correct implementation of the project's activities, objectives, outputs and results.	1.00	04.2020
Deliverable D.M.1.2	First progress report (technical and financial)	D.M1.2 is related to the first progress report on technical and financial progress of the project's activities, objectives, outputs and results. The progress report's responsible are the PM and FM of each partner.	1.00	06.2018
Deliverable D.M.1.3	Second progress report (technical and financial)	D.M.1.3 is related to the second progress report on technical and financial progress of the project's activities, objectives, outputs and results. The progress report's responsible are the PM and FM of each partner.	1.00	12.2018
Deliverable D.M.1.4	third progress report (technical and financial)	D.M.1.4 is related to the third progress report on technical and financial progress of the project's activities, objectives, outputs and results. The progress report's responsible are the PM and FM of each partner.	1.00	06.2019
Deliverable D.M.1.5	Fourth progress report (technical and financial)	D.M.1.5 is related to fourth last progress report on technical and financial progress of the project's activities ,objectives, outputs and results. The progress report's responsible are the PM and FM of each partner.	1.00	12.2019
Deliverable D.M.1.6	Final progress report (technical and financial)	D.M.1.6 is related to the last progress report on technical and financial progress of the project's activities ,objectives, outputs and results. The progress report's responsible are the PM and FM of each partner.	1.00	03.2020
<b>Activity Number</b>	<b>Activity Title</b>	<b>Activity Start Date</b>	<b>Actitivity End Date</b>	<b>Activity Budget</b>
Activity A.M.2	Project Meetings	04.2018	03.2020	22 440.00

There will be at least n. 4 project meetings covering all project's areas and entire project's lifetime. Projects meeting are scheduled as follow: two in Italy (one in Lecce organized by the Chamber of Commerce of Lecce and one in Molise organized by AATS), one in Albania organized by the Chamber of Commerce of Tirana and one in Montenegro organized by NTOG. The kick-off in Lecce will be important to ensure that each PP involved in the project clearly understands its tasks, project's objectives, procedures and plans. Intermediate project meetings will play a significant role in developing project's partnership and internal teamwork communications and leadership. During regular team meetings, PP will discuss issues, proposals and changes, to guarantee a quick project delivery, according to the planned goals and expected results. The final meeting will be focused on project's closure in the best and quickest time.

<b>Deliverable Number</b>	<b>Deliverable Title</b>	<b>Deliverable Description</b>	<b>Deliverable Targetvalue</b>	<b>Deliverable Delivery Date</b>
Deliverable D.M.2.1	First project meeting in Lecce	D.M.2.1 is related to the first coordination meeting (kick off) placed in Lecce. LP will organize and coordinate the meeting to ensure the correct respect of project partner's tasks, WP implementation and financial tasks. The first meeting is also important for the first step of cooperation among pa	1.00	04.2018
Deliverable D.M.2.2	Second project meeting in Molise	D.M.2.2 is related to the second coordination meeting placed in Termoli. P3 will organize the meeting and LP will coordinate it to ensure the correct respect of project partner's tasks, WP implementation and financial tasks.. This intermediate meeting is also important to look at objectives and acti	1.00	01.2019
Deliverable D.M.2.3	Third project meeting in Montenegro	D.M.2.3 is related to the third coordination meeting placed in Podgorica. P6 will organize the meeting and LP will coordinate it to ensure the correct respect of project partner's tasks, WP implementation and financial tasks. This intermediate meeting is also important to look at objectives and acti	1.00	06.2019
Deliverable D.M.2.4	Fourth project meeting in Tirana	D.M.2.4 is related to the last coordination meeting placed in Tirana. P5 will organize the meeting and LP will coordinate it to correctly plan the closure activities and valuate the project's results achievement.	1.00	03.2020
<b>Activity Number</b>	<b>Activity Title</b>	<b>Activity Start Date</b>	<b>Activity End Date</b>	<b>Activity Budget</b>
Activity A.M.3	External audit	06.2018	04.2020	10 000.00

Each partner's Financial Manager will be involved in the progress report activity. LP is responsible to present the progress reports every six months on behalf of all partners and all PP should send to the LP the correct papers and financial reports in order to have the expenses reimbursement and to respect all local, national and EU legal and financial requirements. Progress reports will also ensure that all the conditions of the Interreg IPA CBC IT-AL-MO are followed and correctly respected. Italian partners will have an external audit in order to validate their expenditures (FLC). IPA partners don't have budget in this line since the FLC will be done directly by each IPA Government.

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.M.3.1	First validation report	First VR is done by external auditors nominated only by italian partners LP,P2,P3. It is done to certify that all costs of the first reporting period comply with national legislation, accounting rules, CP and EU requirements.	3.00	06.2018
Deliverable D.M.3.2	Second validation report	Second VR is done by external auditors nominated only by italian partners LP,P2,P3. It is done to certify that all costs of the second reporting period comply with national legislation, accounting rules, CP and EU requirements.	3.00	12.2018
Deliverable D.M.3.3	Third validation report	Third VR is done by external auditors nominated only by italian partners LP,P2,P3. It is done to certify that all costs of the third reporting period comply with national legislation, accounting rules, CP and EU requirements.	3.00	06.2019
Deliverable D.M.3.4	Fourth validation report	Fourth VR is done by external auditors nominated only by italian partners LP,P2,P3. It is done to certify that all costs incurred in the fourth reporting period comply with national legislation, accounting rules, CP and EU requirements.	3.00	12.2019
Deliverable D.M.3.5	Last validation report	Last VR is done by external auditors nominated only by italian partners LP,P2,P3. It is done to certify that all costs incurred in the project comply with national legislation, accounting rules, CP and EU requirements.	3.00	03.2020

## TYPE: IMPLEMENTATION

WP Nr	WP Title	WP Start date	WP End date	WP Budget
T1	Creation of the INNOVATIVE CROSS BORDER TOURISM SME's CLUSTER (INNOTOURCLUST)	05.2018	03.2019	197 909.00
<b>WP responsible partner</b>		Department of Management, Economics, Mathematics and Statistics, University of Salento		
<b>Partner involvement</b>				
<b>Partners involved</b>		Name: Chamber of Commerce of Lecce Role: LP		
		Name: Department of Management, Economics, Mathematics and Statistics, University of Salento Role: PP		
		Name: Autonomous Agency for Hospitality and Tourism of Termoli Role: PP		
		Name: National Tourism Agency Role: PP		
		Name: Chamber of Commerce and Industry, Tirana Role: PP		
		Name: National Tourism Organisation of Montenegro Role: PP		
<b>Summary Implementation Description: Provide a well-written summary of what will be done in this work package. Please explain what you want to achieve (outputs), why those outputs are relevant for reaching the project specific objectives and how you plan to get there (activities and deliverables). Please also describe how partners will be involved including, if applicable, also the involvement of associated partners.</b>				
<p>WP T1 is the first technical WP and it represents the base for the implementation of all partners operative tasks. It is related to the formal definition and creation of the INNOVATIVE CROSS BORDER TOURISM SME's CLUSTER. P2 is the responsible of T1's activities. The first step of T1 will be the context analysis of each involved area to build up and share among PP a cross-border economic, social and environmental review of the territory. The research will be focused on territorial issues and potential opportunities to develop an efficient system of business growth for local SMEs, mainly trying to define the connections between local producers, touristic services, SMEs and international tourism market demand. Once the context analysis is completed, LP will create a database of possible SMEs and stakeholders to be invited to take part in the project's Cluster. Next T1's steps are the definition of the INNOTOURCLUST Service Charter directed by P2 with the support of P3, P4 and P6. The Service Charter will be presented and shared through 4 meetings, one in each project's area. The last steps of the WP will be the collection of INNOTOURCLUST member subscriptions and the arrangement of the agreements among SMEs as base for the creation of INNOTOURCLUST innovative pilot initiatives. A.T.1.1 outputs are: n.1 context analysis report (D.T.1.1.1), n.1 data base of potential interested stakeholders and SMEs (D.T.1.1.2). A.T.1.2 outputs are: n.1 Service Charter, n.4 Service Charter sharing Meetings, in Lecce (D.T.1.2.2), in Molise (D.T.1.2.3), in Albania (D.T.1.2.4) and in Montenegro (D.T.1.2.5). A.T.1.3 outputs are: n.1 database of SMEs subscriptions (D.T.1.3.1). A.T.1.4 outputs are: n.1 database of INNOTOURCLUST SMEs business agreements (at least 5 per each project area) (D.T.1.4.1). T1's outputs are relevant for the achievement of project's SO1, because they create the cluster's framework, fostering agreements and cooperation among involved stakeholders.</p>				

Please describe in more detail the outputs of the project that will be the outcome of the activities carried out in this work package. Explain which activities will be taken to achieve an output. Each output should be linked to a programme output indicator (please ensure that it has the same measurement unit).

Project main output		Describe your project main output	Choose a programme indicator to which the project main output will contribute	Measurement unit	Quantification/Target	Delivery Date
T1.1	n.1 Innovative Cross Border Tourism SMEs Cluster	At least n.52 SMEs (13 for each project's area) will be involved in the Innovative Cross Border Tourism SMEs Cluster through the subscription of INNOTOURCLUST Service Charter together with public authorities, business institutions, economic and social stakeholders.	- Number of enterprises receiving non-financial (common indicator – reference to the Annex of Regulation support (EU) No 1299/2013);	Number	32.00	01.2019
T1.2	n8 business agreements and pilot initiatives among SMEs	At least n. 4 SMEs (1 for each project's area) will subscribe cluster's business agreements. The agreements will be related to the creation of at least n.8 innovative INNOTOURCLUST pilot initiatives (new services and products) to encourage the connections of local businesses with the international tourism industry through the creation of jointly managed innovative "travel experiences" that can offer additional economic opportunities to local SMEs, fostering cross-border cooperation.	- Number of enterprises receiving non-financial (common indicator – reference to the Annex of Regulation support (EU) No 1299/2013);	Number	4.00	03.2019

Target groups				
<b>Who will use the main outputs of this Workpackage or the investment?</b>		<ul style="list-style-type: none"> <li>• local public authority</li> <li>• regional public authority</li> <li>• sectoral agency</li> <li>• interest groups including NGOs</li> <li>• enterprise, excluding SME</li> <li>• SME</li> <li>• business support organisation</li> </ul>		
<b>How will you involve those target groups (and other stakeholders) in the development of the outputs of this work package or the implementation of the investment?</b>		Business support organisations, enterprises (excluding SME), interest groups including NGOs, local and regional public authorities, sectoral agencies and SMEs will take part to Service Charter meetings organized in each region and will be invited to join INNOTOURCLUST network and adopt its principles. Moreover, SMEs will be the core actors of business agreements and will be also supported by other involved stakeholders, in order to facilitate the agreements outcomes for the development of the jointly managed pilot actions.		
Sustainability and Transferability of Work Package Outputs				
<b>Sustainability (institutional, financial and political): How will the work package outputs be further used by project partners once the project has ended? Please describe concrete measures (including e.g. institutional structures, financial resources, policy improvements etc.) taken during and after project implementation to ensure the sustainability of the project outputs. If applicable, please consider also the involvement and roles of associated partners for this purpose. If relevant, please explain who will be responsible and/or the owner of the outputs.</b>		WP's outputs, can be used as reference for other similar initiatives during and after the end of the project. The Service Charter and business agreements can be taken as reference for the promotion of INNOTOURCLUST model in other Regions/Countries. Service Charter is definitely one of the most important output because it will be designed by highly specialized subjects and could create a valid model to explore new ways of tourism market development and local SMEs competitiveness. The outputs transferability will be oriented to business (SMEs, business organizations, tourism companies, etc) and public audience (regions, countries) also outside project's area, in order to foster similar cross-border cooperation experiences. The communication strategy will support the transferability of T1 outputs mainly through press conferences at the beginning of the project, with final event in Tirana and along project implementation also with periodical updates and news on social networks.		
<b>Transferability (linked to the WP Communication): Which work package outputs will be transferred to which additional target audiences during project lifetime and beyond? Why are these outputs the most relevant ones to be transferred? Please describe the additional target audiences (e.g. other organisations/regions/countries outside of the current partnership) and ensure links to the strategy of the communication work package.</b>		Project partners will further use WP outputs because business agreements and and business networking are directly connected with their daily work. Service Charter promotion will be implemented by each partner through their own technical and administrative staff (financial sustainability), in order to collect more interested stakeholders and extend INNOTOURCLUST members network. During Service Charter meetings, representative partners of each area will discuss together with public authorities and business organizations to facilitate local environmental conditions (institutional and political) for the development of the cross-border pilot actions, collected through the business agreements provided by the project. Moreover authorities and other stakeholders who will join the cluster, will be directly involved in the final sustainability plan of the project.		
Please describe activities and deliverables within the work package				
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.T1.1	Context analysis and INNOTOURCLUST SMEs/stakeholders data base	05.2018	10.2018	48 428.00
The activity A.T1.1 has 2 deliverables, the first one (D.T1.1.1) is related to the creation of the context analysis report and the second one (D.T1.1.2) concerns the creation of 1 database of potential SMEs and stakeholders that could be involved in the cluster. This phase is the preliminary action for the constitution of the INNOVATIVE CROSS BORDER TOURISM SME's CLUSTER, infact it will provide the base study to efficiently identify the best actors and the best solutions to be adopted through the creation and implementation of the project's cluster. The stakeholders and SMEs listed into the database, will be invited in the next action to join INNOTOURCLUST network. LP and P2 will be the coordinators of his action that will be implemented with the support of P3, P5 and P6. The PP involved in this action will cover the entire project's area in order to produce a complete and coherent base context analysis and to ensure that the potential stakeholders listed in the database come from all involved regions/countries. The activity's outputs are: 1 context analysis report (D.T.1.1.1) and 1 database of potential interested stakeholders and SMEs (D.T.1.1.2).				

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.T1.1.1	IT-AL-MO environmental, social and economic context analyses	LP, P2, P3, P5, P6, under the coordination of P2 will concur to define the common cross border base (collective report) for the project's activities and to correctly identify the best way to support local SMEs and business institutions for the creation and implementation of the cluster.	1.00	10.2018
Deliverable D.T1.1.2	Local SMEs/stakeholders database	LP will collect all the indications coming from each project's area partners to create a database of potential SMEs and stakeholders to be involved in the INNOTOURCLUST.	1.00	10.2018
Activity A.T1.2	Definition and sharing of INNOTOURCLUST Service Charter	05.2018	10.2018	59 283.00

The activity A.T1.2 has 5 deliverables, the first one (D.T1.2.1) is related to the creation of the INNOTOURCLUST Service Charter, the other deliverables (from D.T1.2.2 to D.T1.2.5) are dedicated to 4 Service Charter sharing meetings organization to be done in each project's area. This action is the core phase of INNOTOURCLUST definition, in fact P2, P3, P4 and P6 will work together for the creation of the cluster's Service Charter. The activity aims to define the INNOTOURCLUST framework. The activity will be also important to share the Service Charter in all the project's areas and to encourage local stakeholders in joining the INNOVATIVE CROSS BORDER TOURISM SME's CLUSTER. Local meetings will promote the Service Charter contents and principles. Local SMEs, authorities and stakeholders listed in the D.T1.1.2 data base will be invited to the meetings. P2 will coordinate all meetings planning and schedule. The meetings will be organized by P2 in Puglia, by P3 in Molise, by P4 in Albania and by P6 in Montenegro. All PP will be involved in this action. The activity's outputs are: n.1 INNOTOURCLUST Service Charter (D.T.1.2.1) and n.4 Service Charter Meetings in Lecce (D.T.1.2.2), in Molise (D.T.1.2.3), in Albania (D.T.1.2.4) and in Montenegro (D.T.1.2.5).

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.T1.2.1	Creation of the INNOTORCLUST Service Charter	P2,P3,P4,P6, will define on the base of the context analysis, the Service Charter. It will create cross-border standard conditions to be applied among cluster members. It will include an adhesion form to be signed by SMEs and local stakeholders in order to be officially included in the cluster.	1.00	06.2018
Deliverable D.T1.2.2	Service Charter sharing meeting in Lecce	P2 will organize a meeting in Lecce with the participation of all other partners, local SMEs, authorities and stakeholders, to officially present and share the principles and contents of the INNOTOURCLUST Service Charter.	1.00	07.2018

Deliverable D.T1.2.3	Service Charter sharing meeting in Molise	P3 will organize a meeting in Termoli with the participation of all other partners, local SMEs, authorities and stakeholders, to officially present and share the principles and contents of the INNOTOURCLUST Service Charter.	1.00	08.2018		
Deliverable D.T1.2.4	Service Charter sharing meeting in Albania	P4 will organize a meeting in Tirana with the participation of all other partners, local SMEs, authorities and stakeholders, to officially present and share the principles and contents of the INNOTOURCLUST Service Charter.	1.00	09.2018		
Deliverable D.T1.2.5	Service Charter sharing meeting in Montenegro	P6 will organize a meeting in Podgorica with the participation of all other partners, local SMEs, authorities and stakeholders, to officially present and share the principles and contents of the INNOTOURCLUST Service Charter.	1.00	10.2018		
Activity A.T1.3	Creation of INNOTOURCLUST cluster through the collection of local SMEs and stakeholders subscription			09.2018	01.2019	47 448.00
<p>The activity A.T1.3 has 1 deliverable. D.T1.3.1 is related to the official constitution of the INNOTOURCLUST cluster. It will be done collecting SMEs, stakeholders and public authorities subscriptions joining the cluster's Service Charter. INNOTOURCLUST members will come from each project area. A.T1.3 will be implemented by all partners. LP together with P2 will be responsible for the final collection and database listing of all INNOTOURCLUST members. The final members database will be uploaded to the project platform and shared through PP. The activity outputs is the following: 1 database of INNOTOURCLUST subscribers (D.T.1.3.1).</p>						
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date		
Deliverable D.T1.3.1	INNOTORCLUST subscriprions of SMEs and stakeholders of Puglia, Molise, Albania, Montenegro	P2 and LP will be responsible for the collection of at least 32 SMEs, stakeholders and public authorities subscriptions that will join INNOTOURCLUST and Service Charter's principles. All partners will be involved in the creation of the subscribers finding and listing.	1.00	01.2019		
Activity A.T1.4	Cross innovation agreements among different productive sectors to set up new INNOTORCLUST businesses			09.2018	03.2019	42 750.00



The activity A.T1.4 has 1 deliverable. D.T1.4.1 is related to the collection of at least 4 SMEs (1 for each project's area) cross innovation business agreements within INNOTOURCLUST framework. The business agreements will be the base for the creation of at least n.4 innovative INNOTOURCLUST pilot initiatives (new services and products). The pilot initiatives will coincide with jointly management actions among INNOTOURCLUST members to design innovative "travel experiences" services and/or products. INNOTOURCLUST business agreements aim to improve the participation and involvement of local service and productive SMEs in the cross-border tourism market. LP and P2, with the support of all other PP, will be responsible for the creation of the agreements model to be shared and signed by INNOTOURCLUST interested members. A particular focus will be given to exploiting synergies between tourism and typical productive sectors of each region/country. The activity output is the following: n.1 database of INNOTOURCLUST SMEs business agreements.

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.T1.4.1	Local SMEs and stakeholders INNOTOURCLUST innovative businesses agreements collection	All partners will work together to facilitate at least 20 SMEs business agreements in order to start-up jointly managements of innovative INNOTOURCLUST pilot initiatives. Business agreements will foster and increase the cooperation and connections among cross-border SMEs and local stakeholders.	1.00	03.2019

## TYPE: IMPLEMENTATION

WP Nr	WP Title	WP Start date	WP End date	WP Budget
T2	Business support for INNOTOURCLUST services and members	12.2018	09.2019	180 394.00

<b>WP responsible partner</b>	Chamber of Commerce and Industry, Tirana
<b>Partner involvement</b>	
<b>Partners involved</b>	Name: Chamber of Commerce of Lecce Role: LP
	Name: Department of Management, Economics, Mathematics and Statistics, University of Salento Role: PP
	Name: Autonomous Agency for Hospitality and Tourism of Termoli Role: PP
	Name: National Tourism Agency Role: PP
	Name: Chamber of Commerce and Industry, Tirana Role: PP
	Name: National Tourism Organisation of Montenegro Role: PP
<b>Summary Implementation Description: Provide a well-written summary of what will be done in this work package. Please explain what you want to achieve (outputs), why those outputs are relevant for reaching the project specific objectives and how you plan to get there (activities and deliverables). Please also describe how partners will be involved including, if applicable, also the involvement of associated partners.</b>	
<p>T2 aims at improving the awareness, business and cooperation skills of INNOURCLUST members, mainly focusing on the wide range of business tourism opportunities existing in the cross-border area. T2 will be implemented through innovative actions of best practice exchange, mentoring and coaching workshops and digital tools to support local SMEs, local stakeholders and business organizations. P5 will be responsible for T1's activities implementation and will coordinate this project's phase. At this stage all partners will be involved. P5 will work closely with LP and P2 for all technical aspect of T2's activities. A.T.2.1 outputs are: n.1 digital "travel experiences" best practice booklet. A.T.2.2 outputs are: n.4 INNOURCLUST mentoring and coaching workshops for SMEs (one per each project area). A.T.2.3 outputs are: n.1 INNOURCLUST B2B project platform, n.1 format of capacity building labs for business institutions, n.1 Digital tools guidelines report for SMEs and business institutions. T2 outputs are relevant for the achievement of project's SO2 because, through workshops and digital tools, all kind of involved stakeholders will be supported to improve their quality standards and to reach higher level of cross-border cooperation, working together with a common business growth perspective.</p>	

Please describe in more detail the outputs of the project that will be the outcome of the activities carried out in this work package. Explain which activities will be taken to achieve an output. Each output should be linked to a programme output indicator (please ensure that it has the same measurement unit).

Project main output		Describe your project main output	Choose a programme indicator to which the project main output will contribute	Measurement unit	Quantification/Target	Delivery Date
T2.1	n.4 INNOTOURCLUST workshops for SMEs.	At least 8 SMEs (2 per each project's area) involved in N.4 INNOTOURCLUST workshops (one per each project's area) to support the development of INNOTOURCLUST pilot initiatives. This output provides mentoring and coaching activities for the SMEs who have been subscribed agreements within INNOTOURCLUST framework. The workshops will support the managing and promotion activities to be followed by agreements subscribers for the correct implementation and long establishment of the 8 pilot initiatives	- Number of enterprises receiving non-financial (common indicator – reference to the Annex of Regulation support (EU) No 1299/2013);	Number	8.00	09.2019
T2.2	n.1 INNOTOURCLUST capacity building digital labs format for business support organizations	At least n.4 business organizations (1 per each project's area) and local stakeholders will be supported through an innovative format of digital labs to improve their capacity building skills in order to better integrate different business markets and related SMEs with a specific focus to the involvement of service and production enterprises and entrepreneurs in the tourism industry.	o Number of business and research institutions involved/offering non- financial support.	Number	4.00	04.2019

Target groups				
<b>Who will use the main outputs of this Workpackage or the investment?</b>		<ul style="list-style-type: none"> <li>• SME</li> <li>• business support organisation</li> </ul>		
<b>How will you involve those target groups (and other stakeholders) in the development of the outputs of this work package or the implementation of the investment?</b>		The outputs of WP(T2) are related to business support organizations (capacity building digital lab) and to SMEs (mentoring and coaching workshops). They will be INNTOURCLUST members, so they will be involved through the progress sequence of project activities. They will participate to meetings organized in the previous phase and regarding SMEs, the workshops of this WP are strictly related to business agreements signed in T1.		
Sustainability and Transferability of Work Package Outputs				
<b>Sustainability (institutional, financial and political): How will the work package outputs be further used by project partners once the project has ended? Please describe concrete measures (including e.g. institutional structures, financial resources, policy improvements etc.) taken during and after project implementation to ensure the sustainability of the project outputs. If applicable, please consider also the involvement and roles of associated partners for this purpose. If relevant, please explain who will be responsible and/or the owner of the outputs.</b>		WP's outputs, can be used as reference for other similar initiatives during and after the end of the project. Best practice digital booklet, workshops model and innovative digital tools will be easily transferred to support other target audience and other cooperation programs. The outputs transferability will be oriented to business (SMEs, business organizations, tourism companies, etc) and public audience (regions, countries) also outside project's area, in order to spread innovative business supporting tools. The communication strategy will support the transferability of T2 outputs mainly during the final event in Tirana (project's results dissemination) and along project implementation through periodical updates and news on social networks and through multimedia photos and videos uploads on the project platform.		
<b>Transferability (linked to the WP Communication): Which work package outputs will be transferred to which additional target audiences during project lifetime and beyond? Why are these outputs the most relevant ones to be transferred? Please describe the additional target audiences (e.g. other organisations/regions/countries outside of the current partnership) and ensure links to the strategy of the communication work package.</b>		The sustainability of best practice digital booklet, B2B platform and capacity building digital lab will be easily achieved, since that outputs will be saved on line and shared through web channels. With reference to INNTOURCLUST workshops, the direct consequences of the mentoring and coaching sessions will be important for the sustainability of SMEs pilot actions (business agreements). Moreover all reports collected through the workshops will be uploaded to the project platform to be easily shared.		
Please describe activities and deliverables within the work package				
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.T2.1	Collection and sharing of best practice of integrated tourism SMEs experiences	12.2018	03.2019	31 994.00
The activity A.T2.1 has 1 deliverable. D.T2.1.1 is related to the creation of a digital booklet of best practices to be shared among INNTOURCLUST members. The aim of this action is to improve the awareness of local SMEs about successful stories of different kind of productive and service enterprises efficiently integrated with tourism offer at international level. The digital booklet will be uploaded to the project's platform and shared among INNTOURCLUST members. P5 will be responsible for this action. All partners will contribute for the production of the digital booklet's contents. The activity's outputs is: n.1 digital "travel experiences" best practice booklet (D.T2.1.1).				
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date

Deliverable D.T2.1.1	"Travel experiences" best practice digital booklet creation and sharing	P5 will be responsible with the support of all other partners for the definition, design and share of n.1 digital booklet of international and innovative best practices concerning the involvement of SMEs in the tourism market with a specific reference to "travel authentic experiences" growing demand	1.00	03.2019
Activity A.T2.2	INNOTOURCLUST mentoring and coaching workshops	05.2019	09.2019	56 489.00

The activity A.T2.2 has 1 deliverable. D.T2.2.1 is related to the organization of 4 INNOTOURCLUST workshops. LP, P3, P5 and P6 will work together on this activity, to be sure that each local workshop (in Puglia, Molise, Albania and Montenegro) are organized in the same way with common contents and logistic. The workshops will involve at least 8 SMEs (2 per each project's area) to support them for the management of the pilot initiatives agreed in the D.T1.4.1. The aim of this action is to improve SMEs qualification and cooperation skills fostering the start up and the development of INNOTOURCLUST innovative services and products. The activity outputs are: n.4 INNOTOURCLUST mentoring and coaching workshops for SMEs (one per each project area) (D.T2.2.1).

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.T2.2.1	INNOTOURCLUST workshops in Puglia, Molise, Albania, Montenegro	LP,P3,P5 and P6 will organize 1 workshop in each project's area for mentoring and coaching assistance of the SMEs that subscribed the agreements(DT1.4.1).Each workshop will lasts 40hrs and will involve 2 mentoring and coaching experts to improve SMEs capacity for the management of pilot initiatives.	4.00	09.2019
Activity A.T2.3	Innovative digital tools to support promotion and cooperation of local SME and business institutions	12.2018	04.2019	91 911.00

The activity A.T2.3 has 3 deliverables. D.T2.3.1 is related to creation and implementation of a B2B digital platform for local SMEs, D.T.2.3.2 is related to the design and production of an innovative digital lab format dedicated to local business institutions. D.T.2.3.3 is related to the production of a guideline report to facilitate the use of produced digital tools. All partners will be involved in the activity implementation. LP and P5 will be responsible for the coordination of the technical aspects of INNOTOURCLUST digital tools. The aim of this action is to facilitate cross-border cooperation conditions through the production of digital tools that cover all economic actors, involving both SMEs and business institutions. If possible the platform will be implemented into the Programme project's dedicated section, otherwise it will be designed a web space ad hoc. The activity outputs are: n.1 INNOTOURCLUST B2B digital platform (D.T2.3.1), 1 Capacity building digital lab format for business institutions(D.T.2.3.2), 1 Digital Tools Guidelines report for SMEs and Business institutions(D.T.2.3.3). The referents of the four business institution involved in the digital labs, will be the speakers who will implement the capacity building activity, though the production of a digital video learning output.

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
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Deliverable D.T2.3.1	Creation and implementation of INNOTOURCLUST B2B digital platform	LP and P5 will be responsible for the creation of a B2B digital platform, to promote cluster's members and to encourage new subscriptions. It will host SMEs descriptions, photos, video and project's news. It will include a private section for members, a "new subscribers" section and social media links	1.00	04.2019
Deliverable D.T2.3.2	Capacity building digital lab format for local stakeholders and business support organizations	P2 and P6, with the support of all other partners will design the concept and the format of the digital lab product (audio-video and digital animation system). The innovative ICT product will be produced in English and it will be outlined in 3 more languages (IT-AL-MO) with a voice over technique.	1.00	04.2019
Deliverable D.T2.3.3	Creation and sharing of Digital Tools Guidelines for SMEs and business institutions	P2,P5 will create the Digital Tools Guidelines to support SMEs and business institutions in the correct use of the digital tools provided by the project (content uploads, platform interactions, sharing methods). The final document will be uploaded to the platform and shared among cluster's members.	1.00	04.2019

## TYPE: IMPLEMENTATION

WP Nr	WP Title	WP Start date	WP End date	WP Budget
T3	INNOTOURCLUST international B2B events and sustainability plan	07.2019	03.2020	216 692.00

<b>WP responsible partner</b>		Chamber of Commerce of Lecce				
<b>Partner involvement</b>						
<b>Partners involved</b>		Name: Chamber of Commerce of Lecce Role: LP				
		Name: Department of Management, Economics, Mathematics and Statistics, University of Salento Role: PP				
		Name: Autonomous Agency for Hospitality and Tourism of Termoli Role: PP				
		Name: National Tourism Agency Role: PP				
		Name: Chamber of Commerce and Industry, Tirana Role: PP				
		Name: National Tourism Organisation of Montenegro Role: PP				
<b>Summary Implementation Description: Provide a well-written summary of what will be done in this work package. Please explain what you want to achieve (outputs), why those outputs are relevant for reaching the project specific objectives and how you plan to get there (activities and deliverables). Please also describe how partners will be involved including, if applicable, also the involvement of associated partners.</b>						
<p>T3 is related to the actions implemented by the project to reach INNOUTOURCLUST long term results fostering the international business networking of its members (A.T3.1) and providing an efficient Sustainability Plan (A.T3.2). The first action is referred to the identification of the best potential international business partners and to the organization of 4 B2B events (one in each project's area). B2B events will support local SMEs and stakeholders to meet international touristic operators, promoting INNOUTOURCLUST members and services. The second action will ensure the sustainability of the project after its closure, through the definition of the Project Sustainability Plan and a shared Memorandum of Understanding. LP will be T3's activities responsible. All PP are involved in the implementation of T3 activities. LP, P3, P5 and P6 will be responsible for the scouting actions needed to identify international INNOUTOURCLUST business partners and for the organization of the local B2B events. All PP will contribute to the definition of the sustainability plan and P4 will organize (during the final meeting in Tirana) the official signing of the MoU by each PP. A.T.3.1 outputs are: n.1 database of potential international INNOUTOURCLUST partners, n. 4 B2B events (n.1 in Puglia, n.1 in Molise, n.1 in Albania, n.1 in Montenegro). A.T.3.2 outputs are: n.1 INNOUTOURCLUST Sustainability Plan report, n.1 Memorandum of Understanding signed by all project partners. The indicated outputs are relevant for the achievement of project's SO3 because they will foster international networking of cluster's members with new tourism partners that could support internationalization efforts of local SMEs and business organizations.</p>						
<b>Please describe in more detail the outputs of the project that will be the outcome of the activities carried out in this work package. Explain which activities will be taken to achieve an output. Each output should be linked to a programme output indicator (please ensure that it has the same measurement unit).</b>						
<b>Project main output</b>		<b>Describe your project main output</b>	<b>Choose a programme indicator to which the project main output will contribute</b>	<b>Measure ment unit</b>	<b>Quantific ation/Tar get</b>	<b>Delivery Date</b>
T3.1	n.4 INNOUTOURCLUST B2B events	At least n. 8 local SMEs involved in n. 4 B2B events (one incoming for each project's area) to strength and empower international promotion of local SMEs and a more integrated touristic cooperation system. INNOUTOURCLUST members (SMEs, authorities and stakeholders) and cluster's pilot initiatives will be the main topic of the B2B discussions, to foster the match between local businesses and international "travel experiences" tourism demand.	- Number of enterprises receiving non-financial (common indicator – reference to the Annex of Regulation support (EU) No 1299/2013);	Number	8.00	12.2019

Target groups	
Who will use the main outputs of this Workpackage or the investment?	<ul style="list-style-type: none"> <li>• local public authority</li> <li>• regional public authority</li> <li>• national public authority</li> <li>• sectoral agency</li> <li>• interest groups including NGOs</li> <li>• enterprise, excluding SME</li> <li>• SME</li> <li>• business support organisation</li> <li>• International organisation under national law</li> <li>• International organisation under inter-national law</li> </ul>
How will you involve those target groups (and other stakeholders) in the development of the outputs of this work package or the implementation of the investment?	All listed target groups will be invited to B2B events in each project's region. Project partners will benefit from their already existing networks of local, regional, national and international contacts.

### Sustainability and Transferability of Work Package Outputs

<b>Sustainability (institutional, financial and political):</b> <b>How will the work package outputs be further used by project partners once the project has ended? Please describe concrete measures (including e.g. institutional structures, financial resources, policy improvements etc.) taken during and after project implementation to ensure the sustainability of the project outputs. If applicable, please consider also the involvement and roles of associated partners for this purpose. If relevant, please explain who will be responsible and/or the owner of the outputs.</b>	B2B events provided by the project (cross-border area) are strictly related with mediterranean geographical area because there is a strong cultural and economical link between the project area and other mediterranean countries due to common project working topics like food, fisheries, handicrafts and cultural services. Thanks to shared follow up results, that will measure the number of agreed businesses and thanks to the project communication strategy, the INNOUTOURCLUST B2B event format can be easily transferred as an innovative model to other public and private audiences outside the eligible area with cultural common core.
<b>Transferability (linked to the WP Communication): Which work package outputs will be transferred to which additional target audiences during project lifetime and beyond? Why are these outputs the most relevant ones to be transferred? Please describe the additional target audiences (e.g. other organisations/regions/countries outside of the current partnership) and ensure links to the strategy of the communication work package.</b>	One of the most used system to sustain B2B events results is the application of a follow up activity that can be done 3/6/9 months after the end of each event. In our project the two involved chambers of commerce, collaborating with the National Development Agency, will guarantee this kind of activity because it is part of their standard work. Thanks to the follow up activity any possible business closed between international partners and local cross-border SMEs will continue to be monitored and supported by project partnership.

Please describe activities and deliverables within the work package

Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.T3.1	Enhancement of international relations of INNOUTOURCLUST members with tourism operators	07.2019	12.2019	186 236.00

The activity A.T3.1 has 5 deliverables. D.T3.1.1 is related to the collection of potential international INNOUTOURCLUST partners, the other deliverables (from D.T3.1.2 to D.T3.1.5) are connected to the organization of B2B events in each project's area. All partners will be involved in the activity implementation. LP, P3, P5 and P6 will develop D.T3.1.1. LP will coordinate all B2B events and will organize the Apulian one. Other B2B will be organized by P3 in Molise, P5 in Albania and P6 in Montenegro. The aim of this action is to improve INNOUTOURCLUST networking at international level. The activity outputs are: 1 data base of potential international partners (D.T3.1.1), 4 B2B events in Puglia, Molise, Albania and Montenegro (from D.T3.1.2 to D.T3.1.5). A.T3.1 outputs are: n.1 database of potential international INNOUTOURCLUST partners (D.T3.1.1), n. 4 B2B events, n.1 in Puglia (D.T3.1.2), n.1 in Molise (D.T3.1.3), n.1 in Albania (D.T3.1.4), n.1 in Montenegro (D.T3.1.5).



Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.T3.1.1	Scouting action to find international potential business partners	LP will be responsible with P3, P5 and P6's support for a scouting action in order to identify the best and most appropriate INNOTOURCLUST business partners at international level. The selected international partners will be invited to the planned B2B events.	1.00	09.2019
Deliverable D.T3.1.2	B2B event in Puglia	LP will coordinate all the B2B events and will organize the first one in Puglia, involving project partners, SMEs, entrepreneurs, local stakeholders and business support organizations, local, regional, national authorities and the selected international business partners.	1.00	10.2019
Deliverable D.T3.1.3	B2B event in Molise	P3 will organize the second B2B in Molise, involving project partners, SMEs, entrepreneurs, local business institutions, local, regional, national authorities and the selected international business partners.	1.00	10.2019
Deliverable D.T3.1.4	B2B event in Albania	P5 will organize the third B2B in Albania, involving project partners, SMEs, entrepreneurs, local business institutions, local, regional, national authorities and the selected international business partners.	1.00	12.2019
Deliverable D.T3.1.5	B2B event in Montenegro	P6 will organize the fourth B2B in Montenegro, involving project partners, SMEs, entrepreneurs, local business institutions, local, regional, national authorities and the selected international business partners.	1.00	12.2019
Activity A.T3.2	INNOTOURCLUST Sustainability Plan and Memorandum of Understanding	01.2020	03.2020	30 456.00
<p>The activity A.T3.2 has 2 deliverables. D.T3.2.1 is related to the creation of the project sustainability plan, D.T3.2.2 is related to the official signing of the MoU by each PP during the final meeting in Tirana. All partners will be involved in the activity implementation and P4 will organize the MoU signing. The aim of this action is to define principles and actions to ensure the future sustainability of INNOTOURCLUST activities. The activity outputs are the following: n.1 Sustainability plan report (D.T3.2.1), 1 Memorandum of Understanding signed by all partners (D.T3.2.2).</p>				

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.T3.2.1	Definition and creation of the INNOTOURCLUST sustainability plan	LP will coordinate the definition and the design of the INNOTOURCLUST sustainability plan to be signed (MoU) by each project partner and INNOTOURCLUST members. It will include the strategy to ensure the future sustainability of the cross-border cluster.	1.00	01.2020
Deliverable D.T3.2.2	Memorandum of Understanding signing meeting in Tirana	The official signing of the Memorandum of Understanding related to the sustainability plan (D.T3.2.1) will be done during the final meeting in Tirana, so this phase will be directed by P4.	1.00	03.2020

## TYPE: COMMUNICATION

WP Nr	WP Title	WP Start date	WP End date	WP Budget
C	Communication	04.2018	03.2020	122 026.00
<b>WP responsible partner</b>		National Tourism Organisation of Montenegro		
<b>Partner involvement</b>				
<b>Partners involved</b>		Name: Chamber of Commerce of Lecce Role: LP		
		Name: Department of Management, Economics, Mathematics and Statistics, University of Salento Role: PP		
		Name: Autonomous Agency for Hospitality and Tourism of Termoli Role: PP		
		Name: National Tourism Agency Role: PP		
		Name: Chamber of Commerce and Industry, Tirana Role: PP		
		Name: National Tourism Organisation of Montenegro Role: PP		
<b>Summary description and objectives of the work package: objectives. Communication strategy, target groups, activities, deliverables, timing, and partners involvement.</b>				
<p>A deep attention will be ensured to internal communication. This aspect will be important for the future sustainability of INNOTOURCLUST network. Regarding external communication, it will stimulate cooperation of SMEs and business institutions, raising awareness and increasing attitude in joining international tourism market. Main communication target groups are: SMEs, entrepreneurs, business institutions, local authorities, NGOs, tourism operators, general public. The communication strategy will foster environment friendly outputs favoring digital information material and on-line activities. Social networks will be important to reach listed communication target groups. Photo and video storytelling will be used mainly for web purposes as viral communication instruments. Multimedia outputs will be used to enrich the project platform contents and project events preparation. A timing milestone of the project will be the production of the digital activities (A.C.3). They will contribute consistently for the diffusion of project outputs and for the promotion of local SMEs and stakeholders involved. Within that activity, social network accounts will be ready for press conferences (in each area) because launch events will be played live on socials. Another milestone will be the final event, when the sustainability plan, outputs, results and achievements will be disseminated to public. All partners are involved in the WP. P6 is the WP's responsible and it has the higher budget to monitor target indicators, to coordinate the communication strategy, social media activities and dissemination events. It will deliver PP guidelines and will support LP for JS contacts. A.C.1 will provide: n.1 communication strategy report, n.1 project communication package. A.C.2 will provide n.4 press conferences (in each area) and n.1 final event in Tirana. A.C.3 has the highest budget (116.000€) and will provide n.3 social media accounts set-up and management, 400 pictures, 4 videos.</p>				

Project objectives	Communication objectives - What can communication do to increase the sustainability of the selected objective? Please choose at least one of the communication objective(s).	Approach/Tactics - Briefly summarise your approach to reaching the communication objective: To which target audiences will the selected key output be transferred? Which communication tactic(s) will you use?
Fostering the cooperation and agreements among local SMEs through the creation of the INNOURCLUST cross - border cluster	Raise awareness	The communication approach will be focused on raising awareness of SMEs about growing opportunities offered by international tourism market. Communication strategy, project events and communication materials will be oriented to SMEs and local stakeholders target audiences, in order to underline the importance that an innovative cluster model could have to exploit SMEs touristic potential through the development of cross-border jointly managed business agreements.
To qualify local SMEs fostering digital tools and training support to cluster members and business institutions	Influence attitude	Nowadays the qualification of local services and products, to be perceived by target audience, has to be transferred through innovative and user-friendly channels. The communication strategy supports marketing tools for SMEs, influencing their attitude in multimedia utilization. Storytelling is becoming one of the most efficient marketing instrument for SMEs. Photo storytelling provided by the project will spread through the web, SMEs compatibility with tourism industry and will show to international audience (tourism operators, business organizations and tourists) that "travel experiences" in close contact with local SMEs means to get an authentic and innovative touch with local identity.
Improvement of long term business connections between INNOURCLUST SMEs and international tourism market	Raise awareness	This communication objective is related to international tourism operators target audience. The project communication strategy will foster through web viral communication and public events the awareness of international stakeholders about INNOURCLUST business heritage. Shot-movies provided by the project will be used to promote project's outputs, results and pilot initiatives (travel experiences), in order to meet some segments of international tourism demand.

Please describe activities and deliverables within the work package

Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.C.1	Start-up activities (communications strategies)	04.2018	09.2018	36 048.00
<p>P6, will be responsible to create the project communication strategy and the multilingual communication package including the design of printing and digital information material. LP and P4 will support P6 for the communication strategy definition and translations. The activity A.C.1 is referred to all preliminary actions to be done for project communication development. It has 2 deliverables: D.C.1.1 is related to the definition of the Communication Strategy and D.C.1.2 to the design and production of project communication package. This phase is very important to ensure that all partners have clear ideas of communication steps, events schedule and planning method, target groups and commitments. All PP have budget in D.C.1.2 for printing their communication material. The activity outputs are: n.1 communication strategy report (D.C.1.1), n.1 project communication package (6000 leaflet, 12 roll-ups, e-brochure, and project business paper layout) (D.C.1.2).</p>				

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.C.1.1	Communication strategy definition	Communication Strategy directed by P6 with LP and P4, will define the internal and external communication system through the Communication Plan. The CP will facilitate the exchange of information within the project partnership and will coordinate and monitor all the communication outputs/objectives.	1.00	07.2018
Deliverable D.C.1.2	Project communication package	The design of communication materials will be implemented by P6 and each partner has its own budget for printing 1000 leaflets and 2 roll up. The CP will foster eco-friendly materials.	6 014.00	09.2018
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.C.2	Public Event(s)	04.2018	03.2020	31 048.00
A.C.2 is related to the organization of 5 INNOTOURCLUST public events. LP, P3, P5 and P6 will organize 4 press conferences to launch the project in each involved territory, P4 will organize the final dissemination event in Tirana. Press conferences will be very important to present project's contents, objectives and activities plan to project's target groups. When conferences will take place, social networks accounts will be already activated to show conferences on line through the "Video Live view" system. The final event will be relevant to share with the target groups the results of the project and its sustainability plan. During the final event, all PP will sign the Memorandum of Understanding. The activity outputs are: n.4 Press conferences (n.1 in Puglia, n.1 in Molise, n.1 in Albania and n.1 in Montenegro) (D.C.2.1) and n.1 Final event in Tirana (D.C.2.2).				
Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.C.2.1	Press conferences in Puglia, Molise, Albania, Montenegro	LP, P3, P5 and P6 will organize 4 press conferences, one for each project's area. The press conferences will be important for the official launch of the project. They will be organized at the same time in the 4 areas and will be displayed "live" on line.	4.00	07.2018
Deliverable D.C.2.2	Final INNOTOURCLUST event in Tirana	P4 will be responsible for the final event in Tirana. The event will be focused on the promotion of the project's outputs and results, increasing SMEs attitude to take place into the tourism industry through a better cross-border cooperation. The event will encourage also new member subscriptions.	1.00	03.2020
Activity Number	Activity Title	Activity Start Date	Activity End Date	Activity Budget
Activity A.C.3	Digital activities	06.2018	09.2019	54 930.00

A.C.3 has 3 deliverables, related to social media and multimedia project's outputs. P6 will coordinate this activity and will manage with the support of P2 and P4 the set-up and up-date activities of 3 social network accounts (facebook, youtube and instagram). Social network accounts will be integrated with multimedia storytelling production, provided by D.C.3.3 (photo) and D.C.3.3 (video).Multimedia production aims to promote INNTOURCLUST members, services, pilot initiatives and results. Photo reportage will be mainly focused on SMEs storytelling, emphasizing their services and products that could match tourism industry's needs; video production will be oriented to inform international public and stakeholders about INNTOURCLUST pilot initiatives, project results and cluster's main topics. LP, P3, P5 and P6 will be involved in both multimedia deliverables.The activity outputs are: n. 3 social network INNTOURCLUST accounts (D.C.3.1), n.100photos (100 per each project's area) (D.C.3.2) and n. 3 short-movies (1 per each country)(D.C.3.3).

Deliverable Number	Deliverable Title	Deliverable Description	Deliverable Targetvalue	Deliverable Delivery Date
Deliverable D.C.3.1	INNTOURCLUST social media accounts set-up and management (facebook, youtube, instagram)	P6 will be responsible with the support of P2 and P4 for the set up and updates of 3 social network accounts dedicated to INNTOURCLUST project. This is a very important step for the CP, since many communication outputs will be driven trough viral campaigns and social networks.	3.00	07.2018
Deliverable D.C.3.2	Photo storytelling reportage of INNTOURCLUST SMEs members	LP, P3, P5 and P6 will produce and share the photo storytelling reportage of INNTOURCLUST SMEs members. 100 photos in total (25 for each area) to recount INNTOURCLUST involved SMEs.The pics will be mainly used for social viral campaigns but also for CP events and to enrich web platform's contents	100.00	09.2019
Deliverable D.C.3.3	Video storytelling short-movies of INNTOURCLUST pilot initiatives, project outputs and results	LP, P3, P5 and P6 will produce and shareINNTOURCLUST short movies. 3 short movies of minimum 3 minutes per each country to describe INNTOURCLUST pilot initiatives and project's outputs and results. The movies will be mainly used for viral campaigns, CP events and project's platform	3.00	09.2019

## DEFINE PERIODS

Please define time period of the project duration linked to reporting period. Each period will last maximum sixth months

Period Number	Duration (month)	Start Date	End Date	Reporting Date
0	0	02.01.2018	02.01.2018	31.07.2018
1	2	04.04.2018	30.06.2018	30.09.2018
2	6	01.07.2018	31.12.2018	31.03.2019
3	6	01.01.2019	30.06.2019	30.09.2019
4	6	01.07.2019	31.12.2019	31.03.2020
5	3	01.01.2020	03.04.2020	03.07.2020

## D.2 ACTIVITIES OUTSIDE

**If applicable, please list activities to be carried out outside the programme area by Interreg IPA CBC IT-AL-ME partners. Describe how these activities will benefit the programme area and why they are essential for the implementation of the project.**

N/A

<b>Total budget of activities to be carried out outside (the Union part of) the programme area (indicative)</b>	0.00
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<b>IPA</b>	<b>(indicative)</b>	<b>0.00</b>
	% of total (indicative) IPA	