



Newsletter

Learn more about the TANGRAM Project and our Partnership!

e-newsletter #1

05 August 2021

Dear Reader,

Thank you for subscribing to our e - newsletter!

We are excited about being part of the TANGRAM, Project and we wish to share the news about this initiative, with you!

Nowadays, it became clearer to all of us that parks' availability and accessibility play a key role in deterring the quality-of-life while performing natural, economic, aesthetic, social, health, and touristic functions. With “**TANGRAM Transnational parks and Gardens Resources in Adriatic and Ionian tourist Marketplace**”, we aim to develop the optimal framework for coordination of such actions and support the development of transnational strategies for jointly promoting the Adrion-Ionian parks and gardens as a tourist destination.

The goal is to design a different tourism product, based on a unique and innovative transnational model, that will enrich ADRION tourist offer and facilitate tourism flows especially during medium seasons, stimulate the SMEs competitiveness, improve public and private transnational cooperation among actors along the tourism value chain and help improve the living conditions of the local population tested with pilot actions.

Thank you,

The TANGRAM Partnership

A few words about TANGRAM



lonian area”.

TANGRAM is a multilateral transnational cooperation project co-financed by the Interreg [V-B Adriatic Ionian programme](#) - ADRION - under Priority Axis 2 “Sustainable Region”. / SpecificObjective 2.1 “Promote the sustainable valorization and preservation of natural and cultural heritage as growth assets in the Adriatic-

The project aspires to build and promote ADRION brand name in tourism by promoting a sustainable valorisation and integration into the tourism offer of Parks as hidden resources by an innovative governance system based on the collaboration between public and private. Natural/cultural heritage sustainable valorisation and effective promotion are embedded in the TANGRAM project logic.

The above goals will be met by exchanging good practices in tourism management/marketing, analysing and exploiting business opportunities within a new governance system based on a participative approach, enhancing the capacities of all relevant stakeholders in sustainable tourism management and marketing, formulating proper joint strategies and action plans for integrated management of sustainable tourism.

Expected Results

1. Enhanced and differentiated ADRION tourism offers through the Local Action Plans and Transnational Action Plan leading to prolongation of tourism season; attraction of high-income, educated and sophisticated tourists.
2. Creation of sustainable and high-quality jobs in the tourism sector.
3. Increased knowledge of partners and stakeholders in tourism strategy and marketing resulting from the multiplatform capacity building and after the implementation of the EASW workshop.
4. Improved governance system based on the collaboration between private and public stakeholders in the promotion of sustainable tourism destination thanks to the Parks promotion in the TANGRAM transnational network for the development of specialised services for specific tourist specific market niches in the parks.

Project Process

The project started with a phase of market research, within with thanks to the collaboration and coordination of the University of Vlora (Albania) a set of questionnaires to deep understand the needs and resources of the target territories. Beside the market research, the partner started the benchmarking process and the definition of the tool for Benchmarking and Good Practices collection. This activity aimed to review lessons learned from other destinations on pitfalls, successes and future opportunities, and collect good practices in destination management and marketing at global level. After this phase, the EASW (European Awareness Scenario Workshop) process will be implemented by the partners, leading to the development of the Local Action Plans and then the Transnational Action Plan. All these activities will be supported and capitalized thanks to the Adrion network created by the partners and local stakeholders. As main step ensuring impact into the territories, different pilot actions will be implemented in each territory aiming at the promotion of Adrion tourism area.



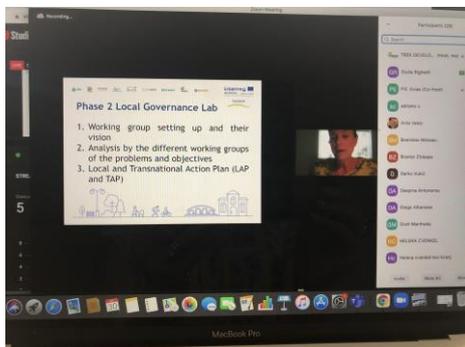
Opening Conference - Friday, 30 July 2021

On Friday 30 July 2021 the TANGRAM Opening Conference was held both in person (in Chalkida, Greece) and virtually (via ZOOM). The Conference was organised by the Development Agency of Evia SA (DAE) and Project Partner 10 of TANGRAM Project and was supported the Lead Partner - The Municipality of Monza, Italy.

The TANGRAM Opening Conference was a successful and well attended event that offered the opportunity to the participants to learn more TANGRAM Project and its pilot actions, get the chance to know the Project Partners (PPs) and their work and hear leading-edge thinking from all of them. Due to Covid-19 pandemic and the current travelling challenges that many PPs are still facing, the majority of the participants attended online (33 on ZOOM, 14 on YouTube Stream) while 25 participants attended in person, which brings the participants up to 72.



Evangelos Koukouzas, President of DAE, gave a Welcome speech, while the representatives of Region of Central Greece, Ilias Mpourmas - Deputy Regional Minister of Tourism, Region of Central Greece and Costas Galanis -Deputy Regional Minister of Education, Region of Central Greece, and Deputy Mayor of Eretria also welcomed the participants and highlighted, through their speeches, the value of collaboration at transnational level within the framework of projects like TANGRAM and the need to keep working towards sustainable tourism development and role that parks could play in this process.



During the Conference the LP- Municipality of Monza presented the overall goals of TANGRAM Project and in detailed the Project structure and its three phases and the role of communication activities in raising awareness of the pilot actions, participatory activities and in implementation process.

In addition, PP10 - University of "Ismail Qemali" Vlore, Albania, shared with all the PPs and attended the findings of the Work Package 1 that were based on the analysis and synthesis of PPs findings and contributions. PP10 gave a detailed presentation on the Common Challenges which the TANGRAM project aims to highlight and address while the TANGRAM Partnership presented the proposed Joint Solutions based on their findings. The key findings are presented below:

Challenges for the destinations of the Adrion Area are (briefly):

- The improvement of infrastructure,
- Taking measures for environmental protection,
- Organizing activities and opportunities for entertainment of tourists,
- Expand the tourist season.

Proposed Solutions:

- A private and public sector partnership is needed to assess the needs of tourists in the destination and make decisions to address them
- Better work needs to be done by the public sector regarding the promotion and marketing of the destination to provide more information on tourism destination.
- The best contribution should be given by the private sector regarding the increasing role of tour operators in informing tourists about the creation of tourist packages to attract different market segments in order to increase the number of tourists who frequent this destination.
- Improvement of the factors that hinder the performance of companies operating in this industry. Adapting sustainable tourism practices is the right way to improve these tourist destinations.
- Cooperation and involvement of private actors in creating strategies helping the sustainable tourism development
- Good cooperation between local authorities, tourism businesses, and local community should be considered to assess needs and make decisions for better destination management.

Finally, all the PPs had the opportunity to present their organisation, their work and aspirations by highlighting their role within the TANGRAM Partnership.

The TANGRAM Partnership

The TANGRAM Project came true through the hard work, commitment and close collaboration of all the Project Partners who are behind of TANGRAM. And today we wish to celebrate our Partners by introducing them to you!

Partners' Portraits



COMUNE DI
MONZA

Municipality of Monza - Lead Partner

Monza has a dedicated brand created for Expo 2015 called “Monza True Emotion”. Thanks to the cooperation with Regione Lombardia, we realised the activities based on 3 development areas: cultural tourism, green tourism, sports tourism. Each of the 3 lines takes into consideration the main topics: touristic offer and specific target. Started from this approach we promoted 4 macro-projects:

- 1) Monza “live your royal experience” (from the Queen Teodolinda to the Royal Villa of Monza)
 - 2) Monza “feeding the spirit” (Park, nature and enogastronomic tourism)
 - 3) Monza “Different speeds” (F1, running, walking)
 - 4) Monza “Innovation” (Technology, training and marketing to promote tourism)
- “Monza sovereign Emotions” has the main theme of royalty as “fil rouge” of the principal historical periods in Monza, through all prestigious leading figures who contributed to the city development from cultural, economic and historical points of view.

Longobard way across Europe is another touristic circuit we are part of: itinerary based on the Early Medieval history of the Longobards and passing through towns and villages with a rare charm, from the Seas of the North to the Mediterranean. The visitor traces the origin and development of Longobard culture which, at its peak, formed what is recognised today as the foundation stone of European culture. Through the sequence of four Macro-areas, territorial Clusters and individual Municipalities, it is possible to see common cultural elements among the Peoples of Europe and to appreciate the endogenous resources of each territory.

The Itinerary “Longobard Ways across Europe” is officially candidate at the European Institute of Cultural Routes of Luxembourg to the insertion of the European Cultural Routes promoted by the Council of Europe.



DELTA 2000 Consortium Company with limited liability

DELTA 2000 is a limited liability consortium of local economic and social stakeholders. It works as Development Agency and Local Action Group for the economic development of the protected area as Po Delta Park in the Emilia Romagna Region, the most important wetland in Europe and recognizing Man and Biosphere MAB UNESCO. DELTA 2000 operates primarily in the management of EU cooperation projects and matured a significant experience in the management and coordination as LP of EU financings related to structural funds and other financial EU tools. The main activities of our organisation is the management and implementation of the LAP AXIS IV LEADER in the Po Delta area.

An experience started with LEADER II programme, continued with LEADER in 2000-2006 and LEADER AXIS IV in 2007-2013: today it is responsible for the implementation of the LAP LEADER of the Rural Development Programme 2014-2020. DELTA2000 is also the lead partner of the Fisheries Local Action Groups (FLAG) named Costa dell’Emilia-Romagna of all Emilia-Romagna Coast (2014-2020) for the managing of Measure 4 - EMFF 2014-2020

The mission of DELTA 2000 is integrated development of local resources and economic activities aimed at recovering local environmental, social and cultural resources. The aim is to start a local development process based on self-determination of local communities. DELTA 2000 offers technical assistance to local institutions, associations and stakeholders in drawing up, implementing, coordinating and managing actions and projects in the framework of economic and territorial programmes. It also does technical and economic reporting on the projects. The most important area of interventions is: Environment and territory protection and valorisation of the environmental and agricultural elements of the territory, Tourism, Human Resources, Integrated Projects, SMEs and Craft and cooperation at transnational and interregional level.



RDA of Northern Primorska Ltd. Nova Gorica

The Regional Development Agency of Northern Primorska, Nova Gorica, Slovenia, has been established in 1999 to identify the needs in economic and social environment and to stimulate regional development.

Today there are 14 employees in 5 fields of work, among which the Local Business Centre which stimulates SMEs' development and promotes innovative activities, the Department for Regional Development and International Cooperation which takes care of sustainable development and economic growth in the Goriška region, the Department for the development of Human Resources, the Department for rural Development and the Project Office responsible for the preparation of project documentation, elaborating various project ideas and finding suitable partners.

The RDA has prepared the Regional Development Plan 2014-2020 for the Goriška Region and the strategic objectives are to promote innovation and technological development in the economy of the region, safeguard its environment, natural and cultural heritage of the area as well as to stimulate sustainable tourism in our region. In the programming period the RDA's task is to promote and enhance entrepreneurship in the region as a driver of the sustainable development and promote sustainable development in all fields (tourism, culture, rural development, low carbon-emissions, green economy, etc.).

RDA's main business is helping local authorities and other public and private bodies of the region with the scope to promote sustainable and responsible regional development. The main activity of RDA is also to prepare the implementation and monitoring of cooperation and local, regional, transnational and international cooperation projects, with approximately 150 projects already carried out.

BSC KRANJ REGIONAL DEVELOPMENT AGENCY OF GORENJSKA

BSC Kranj is a regional development agency, with over 20 years of experience in preparing and implementing EU funded projects. There are 18 municipalities in the Gorenjska region, among which BSC Kranj holds a central role in combining local and regional needs with funding opportunities. BSC Kranj is responsible for preparation of regional development program, regional strategies, action plans and other strategic development documents needed for the development of the region.

The Agency acts as a supporting organisation for the public sector as well as for private and NGO sector. BSC Kranj conceives ideas for the projects or turns ideas into projects while working towards funding the projects and its successful implementation. The Agency works towards creating and formulating new partnerships, upgrading existing partnerships in all fields of regional development: human resources, tourism, protection of nature, entrepreneurship, CO 2 reduction,...

Sustainable tourism is the development challenge of the region. Being part of project TANGRAM and its experienced partnership, will offer to the region Gorenjska and its pilot areas a boost in new knowledge and new attractions that will become important part of innovative touristic products.



**Association for Nature and Environment
Conservation and Sustainable Development
Argonauta**

Association for Nature and Environment Conservation and Sustainable Development Argonauta is an association located in a Municipality of Murter, on the island Murter.

Our vision is satisfied people as a part of an active community that manages its own resources with the respect of sustainable development principles. Main focus of our work are protection and valorisation of natural and cultural heritage in order to increase the awareness of the importance of those resources in the local community, through informal education, promotion of volunteering, organizing and implementing projects focused on natural and cultural heritage.

Main economic branch of our local community is tourism that is based on clear sea, sun and beautiful nature. With our activities we are trying to embrace the

locals in developing their tourist offer/products connected with natural and cultural heritage in a sustainable way- to gain an economic progress without extermination of nature, sea and/or cultural heritage, as well as to educate tourists to behave in harmony with heritage.

Employees of the association, members and international volunteers have various professional qualifications and experience which in synergy provides an excellent platform for the implementation of the proposed project: ecology and marine biology, environmental protection, marketing, tourism and cultural heritage, youth work.

Our experience in supporting the sustainable, tradition-related jobs/products, branding and promotion of cultural heritage sights, projects connected with sustainable development and protection of nature, especially sea, and cooperation with private and public stakeholders could make an impact on achieving the expected results of the project.



Development Agency of Evia SA

The Development Agency of Evia SA (DAE), is proud to be part of the TANGRAM Partnership and Responsible Partner for the Project Work Package:

Communications.

DAE was established in 1996 by the Prefecture of Evia (local authority at NUTS 3 level) with the aim to rationally exploit the potential of the area through initiatives, activities and cooperation that promote Evia's comparative advantages.

Today the shareholders of DAE are the following: Region of Sterea Ellada (78.47%), Municipality of Chalkida (5.17%), Union of Agricultural Cooperatives of Evia (4.00%), Regional Association of Municipalities of Sterea Ellada (3.92%), Municipality of Istiaia-Aidipsos (1.72%), Municipality of Mantoudi-Limni-Agia Anna (1.72%), Municipality of Dirfys-Messapia (1.72%), Municipality of Kymi-Aliveri (1.15%), Municipality of Skyros (1.15%), Municipality of Karystos (0.57%), and Labour Union of Evia (0.40%).

The Development Agency of Evia, is currently involved in a number of flagship projects, co-financed by the EU, under several programmes:

- ADRION 5 SENSES (ADRION) - PP2
- SMART Heritage (ADRION) - LP
- TANGRAM (ADRION) - PP6
- Skills4Sports (ENI CBC MED) - LP
- PRO-ENERGY (BALCAN MED)

The purpose of the agency is to act as scientific expert to local/regional stakeholders, in order to meet the needs of the area regarding research, study and coordination of several local development potentialities. To this direction the agency aims to: accelerate the creation of jobs; upgrade living standards; promote regional integration and balanced development; harmonize endogenous socioeconomic imbalances; and introduce more effective local administration.

Civil society organization Proactive



As a civil society that has been working for 8 years in service of citizens, we deal with many different topics related to improving economic situation and raising awareness about active citizenship. Proactive is actively participating in organization, promotion and applying for international work camps since 2010. In Serbia every year there are around 35 international work camps, often organized in small places and nature, this is helping to promote our rural area, good hospitality, tradition, culture and revive small beautiful places.

No one remains indifferent after visit and motivate us to do projects like this. Topics are mostly environmental, and there are often maintaining and revitalization of parks. Through the project “Proactive youth in rural areas “the goal was empowering young people in countryside as a tool for development of rural tourism.

Advocacy of intergenerational cooperation - As a resource center for last 7 years, we have supported over hundred youth initiatives in Nišava district. Around 10% were with this goal. As a member of EKONET (network of 4 NGOs from Serbia) we are dealing with environmental issues and nature protection and managing of waist resources.



Regional Agency for Socio - Economic Development - Banat Ltd

RDA Banat is a regional development institution with a leading role in coordinating development activities in Banat region, and it's recognized as creator of regional initiatives and inter-municipal connections, by bringing together partner from all sectors. In line with key priorities and available resources, RDA finds solutions that are economically and socially sustainable, in compliance with the provisions of environmental protection, taking care that all social groups benefit from the economic development of Banat.

As a Regional Development Agency, RDA Banat has implemented numerous projects in regional development field. RDA Banat was involved in the preparation of AP Vojvodina Development Program 2014-2020, as well as 16 Sustainable development strategies of local governments in Banat, which makes it an excellent connoisseur of economical and infrastructure circumstances, both locally and in the whole region. Through the process of defining the Regional Development Strategy of Banat, RDA Banat has also gained valuable experience in the related field, as well as through participation in various projects, and by carrying out continuous analysis of the socio-economic situation in the region.



Banja Luka Tourist Board

Since its founding, Banja Luka Tourist Board (TOBL) has realized numerous projects and activities that were directed towards the creation of tourism products, stakeholder's education, events management, advocacy of protection of cultural and natural values, coordination of participants in tourism development, promotion of sustainable tourism, etc.

Particularly important projects in which TOBL participated were the Promotion of sustainable tourism of mountain Kozara, Vrbas Adventure Resort, Development of rural tourism, Valorization of the Ljubačevo cave and Kozara Ethno.

Through many years of activity, TOBL gained enough experience to perceive the local situation and the needs of tourism development and the challenges of protecting the environment and tourism resources.

We are the founders of the Destination Management Committee which consists of representatives of the public, private and civil sector of the City of Banja Luka.

TOBL is the initiator of networking with destinations in the region, with the goal of creating common tourism products competitive in the world tourism market.



UNIVERSITETI I VLORËS
ISMAIL QEMALI

University of Vlora "Ismail Qemali"

University of Vlora "Ismail Qemali" is a nationally recognized public university offering a high quality and affordable education through a diverse combination of liberal studies, professional instruction, cultural and social experience. UV has 4 faculties and 17 departments and offers courses and programs leading to officially recognized higher education degrees such as Bachelor, Master and Doctorate. Recognized as one of Albanian's main universities, UV gives opportunities to work directly on research project with faculty's experts who bring current knowledge right to the classroom.

Located in the bay of Vlora, the University is easily accessible to everyone that come to visit Vlora every year as a tourist destination. Vlora Region is a coastal one, with a great cultural patrimony.

The Strategic Plan of Vlora region 2010 - 2020 defines tourism in all forms as the main scenario of development. In this contest the University plays a very important role not only for HR but also for research and technical expertise. Another important emphasis of UV is on internationalization and strengthening its international orientation and collaboration in the framework of research and development projects.

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