

# SUSTOURISMO cooperation platform (transnational network) Output T1.1





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## Introduction

The current deliverable aims to present the MoU that was developed within the framework of the SUSTOURISMO project for the Establishment of SUSTOURISMO Cooperation Platform (Transnational Network) serving SUSTOURISMO vision.



*Figure 1: SUSTOURISMO mission - vision*

In brief, the current document describes the aim, purpose, operation, thematic areas of cooperation, terms of understanding and admission rules. The project PPs constitute the core members of this cooperation network while interlinked to PPs stakeholders and interested parties (in sustainable tourism, mobility and growth areas) consist the 'satellite' members.

## The SUSTOURISMO Cooperation Platform core partners

The core partners of the network are SUSTOURISMO partners coordinating the dialogue and engaging local stakeholders in designing sustainable tourism and mobility interventions;

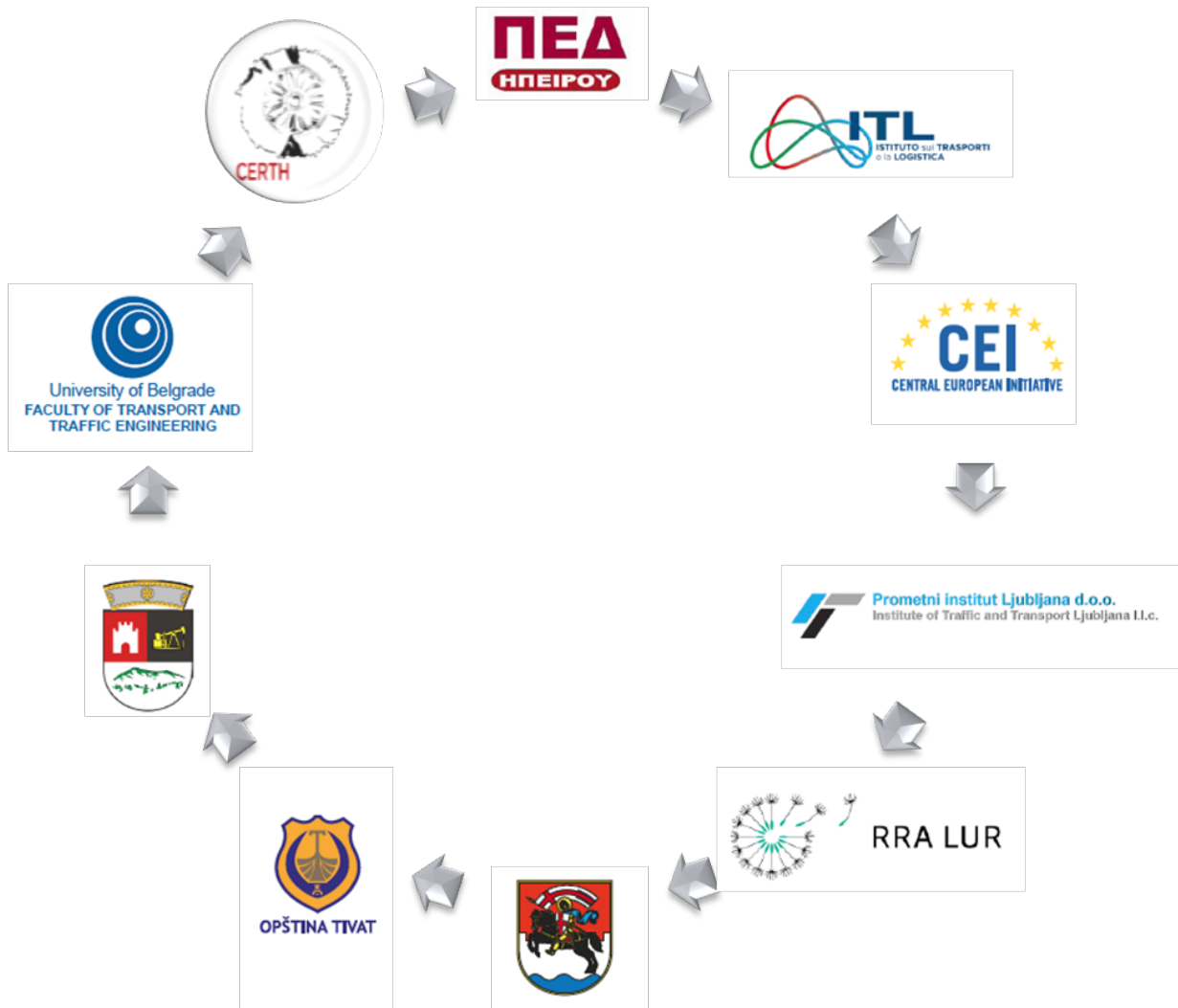


Figure 2: SUSTOURISMO transnational network - core partners



## The SUSTOURISMO Cooperation Platform satellite partners

The satellite partners of the Network are bodies having signed a letter of support (LoS) for further capitalizing on SUSTOURISMO outputs and local stakeholders having signed Memorandum of Understanding (MoU) with the core partners for SUSTOURISMO local cases testing.

## CERTH/HIT supporting bodies towards SUSTOURISMO vision

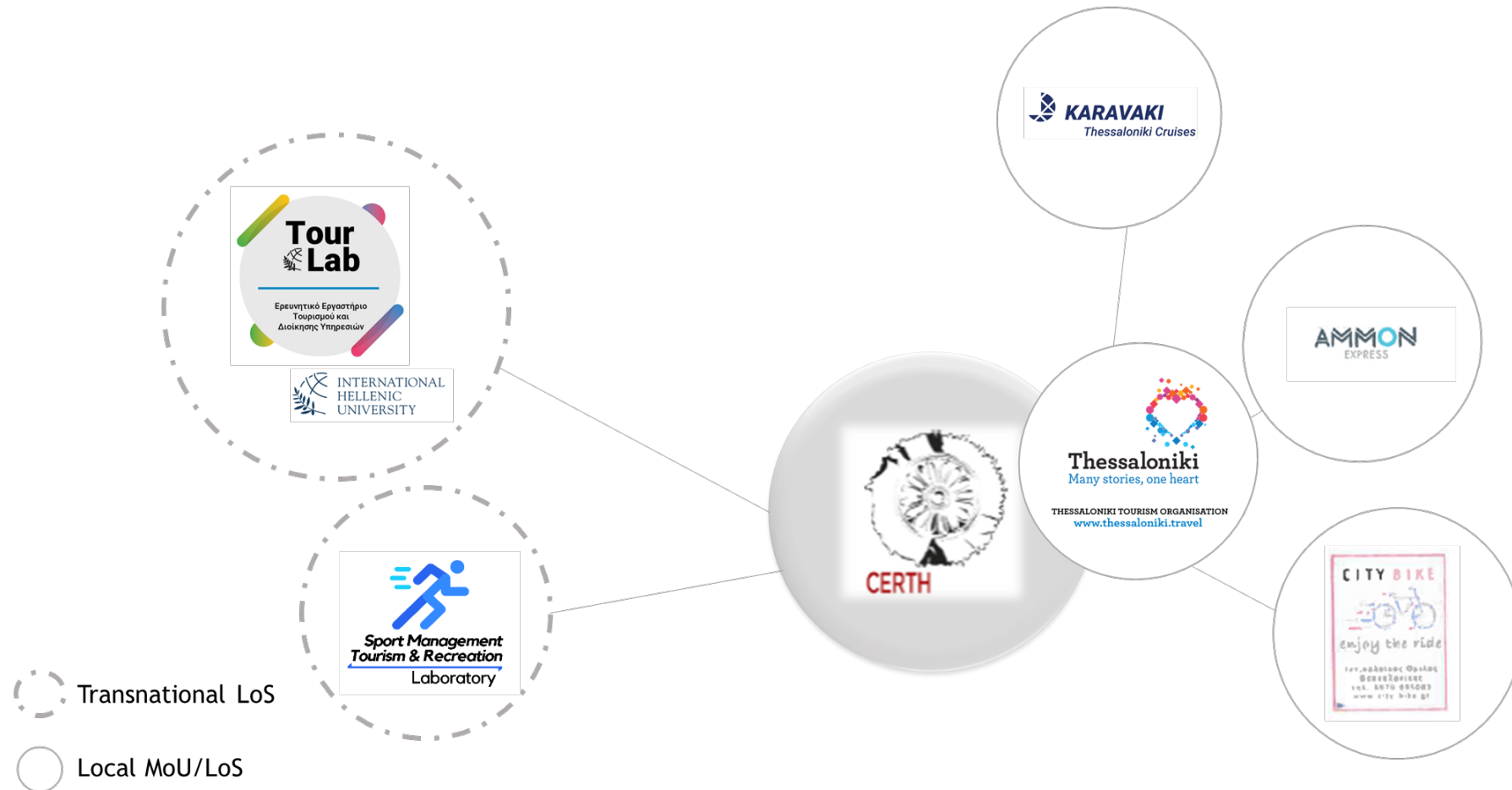


Figure 3: Thessaloniki's case satellite partners



PED supporting bodies towards SUSTOURISMO vision



Figure 4: Epirus' case satellite partners

## ITL supporting bodies towards SUSTOURISMO vision



Figure 5: Ravenna's case satellite partners





## CEI supporting bodies towards SUSTOURISMO vision

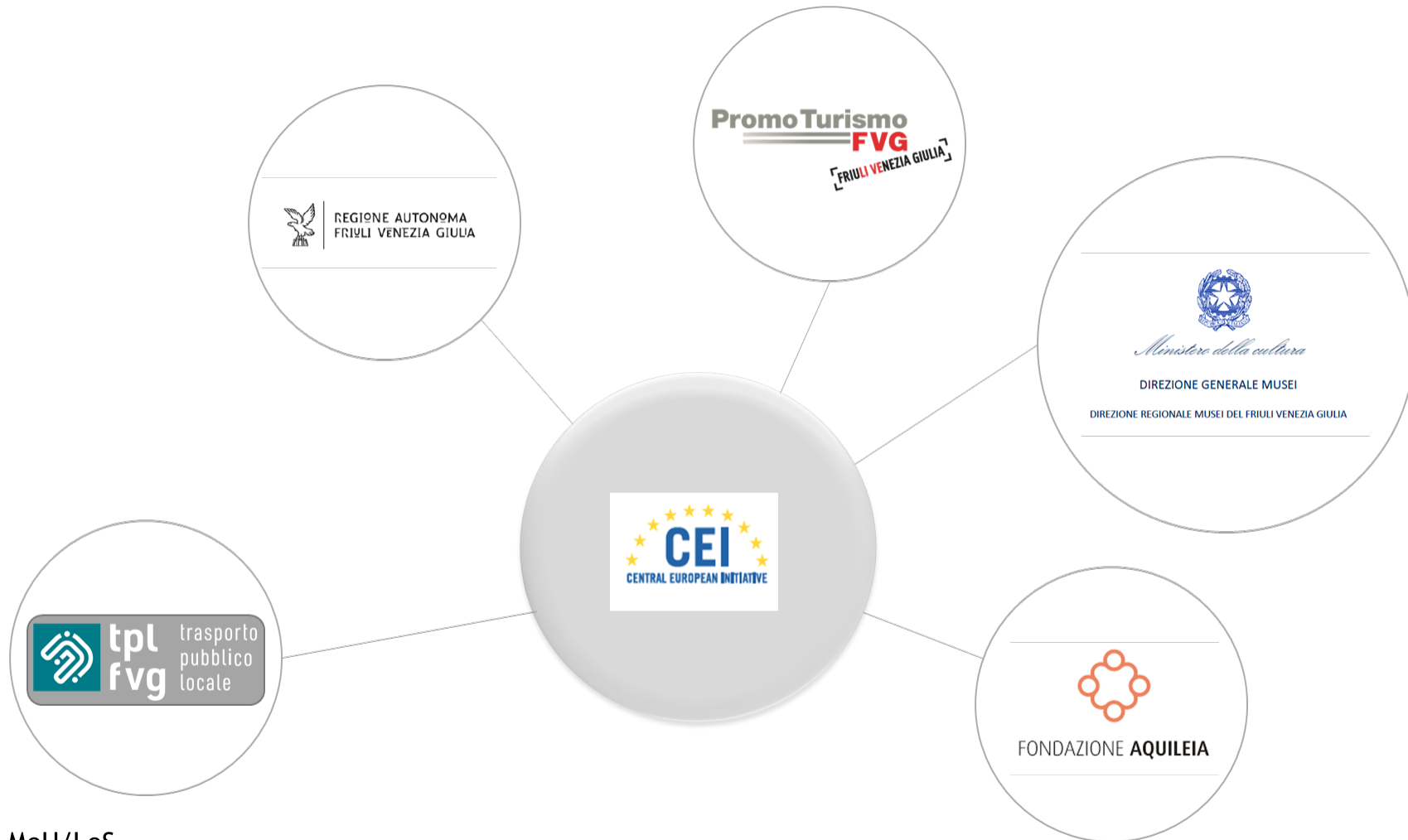


Figure 6: Grado & Aquelleia's case satellite partners

## PIL and RDA LUR supporting bodies towards SUSTOURISMO vision

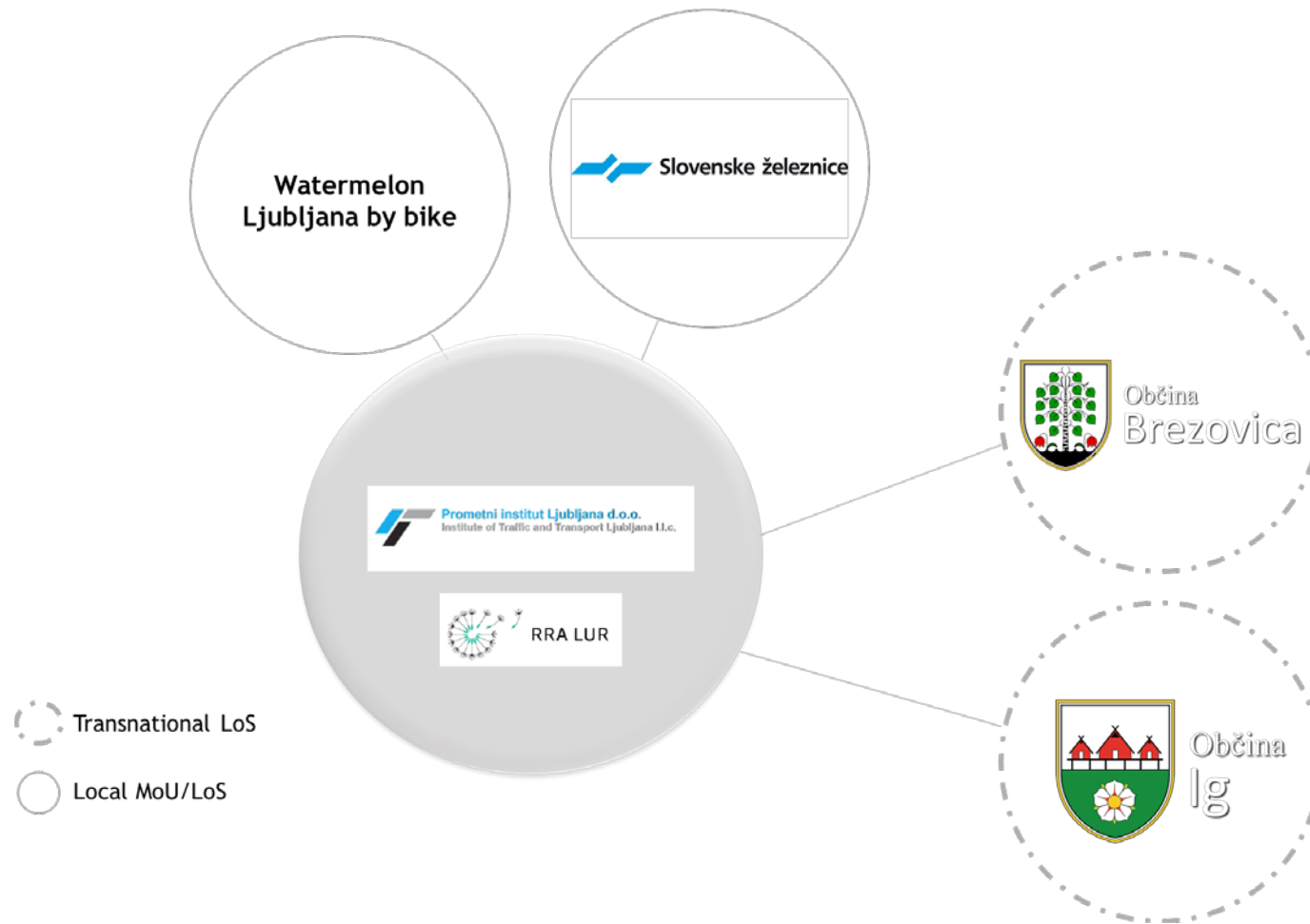
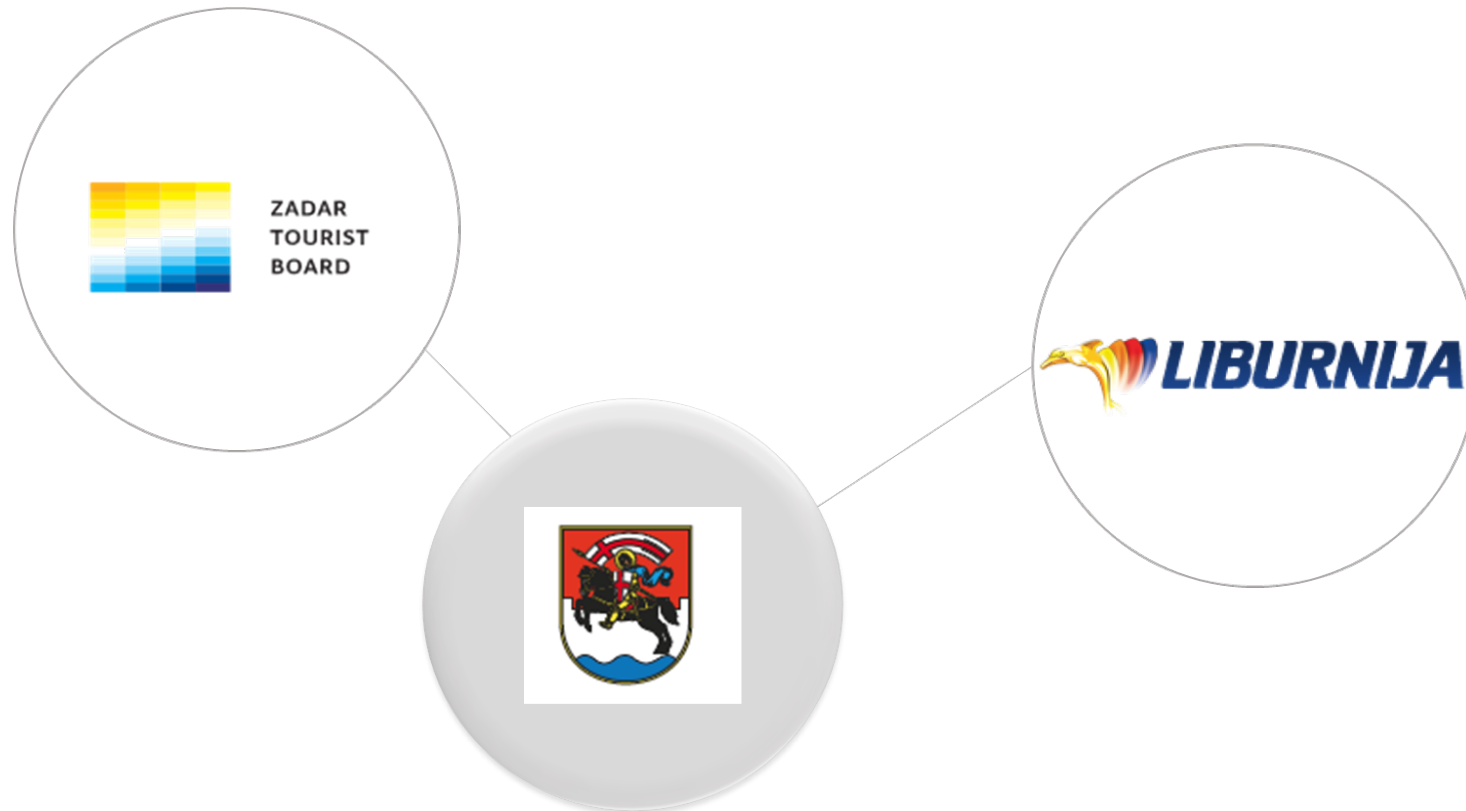


Figure 7: Ljubljana's case satellite partners

## Municipality of Zadar supporting bodies towards SUSTOURISMO vision



 Local MoU/LoS

*Figure 8: Zadar's case satellite partners*



## Municipality of Tivat supporting bodies towards SUSTOURISMO vision

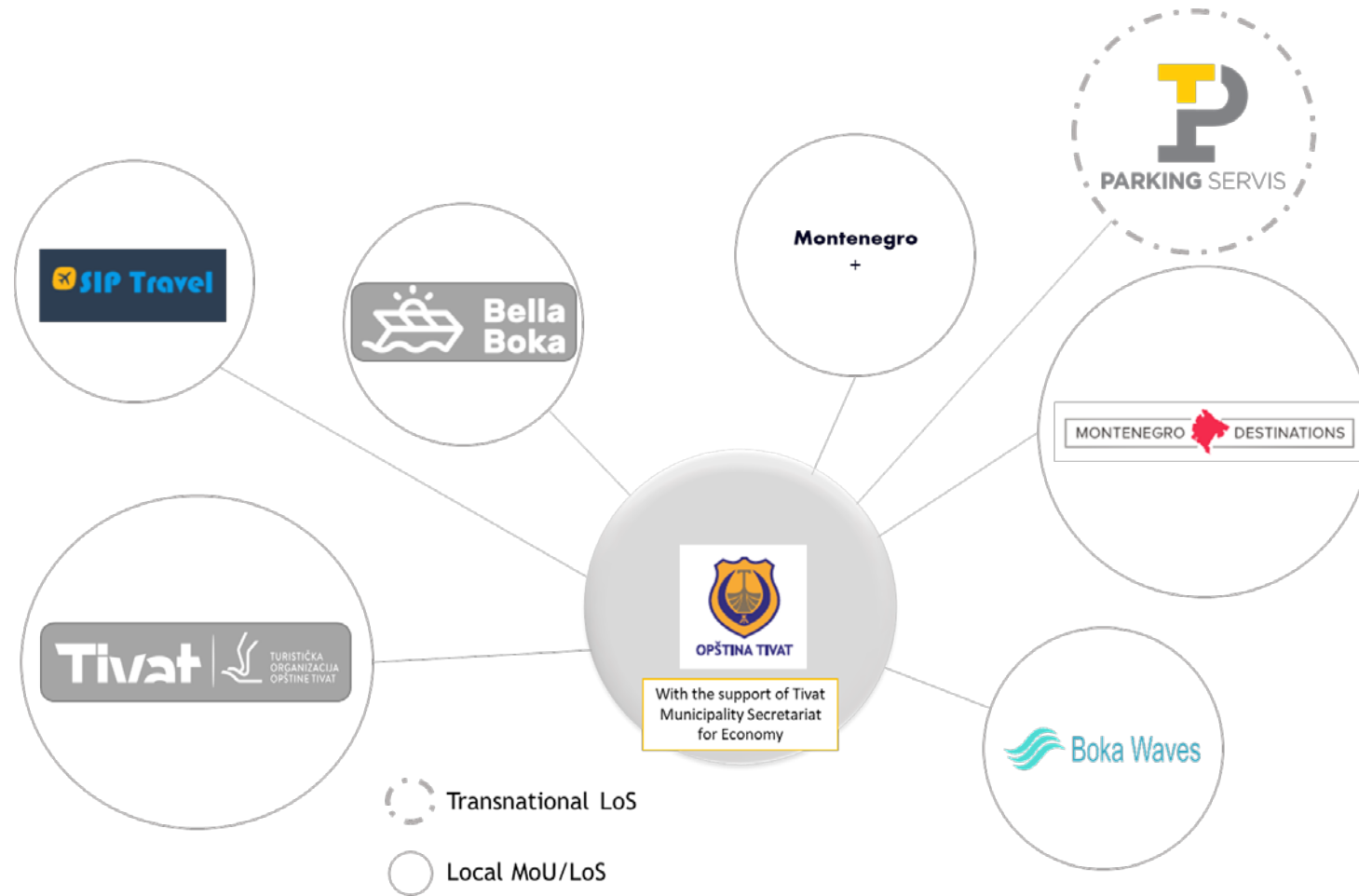


Figure 9: Tivat's case satellite partners

## Region of Berat supporting bodies towards SUSTOURISMO vision

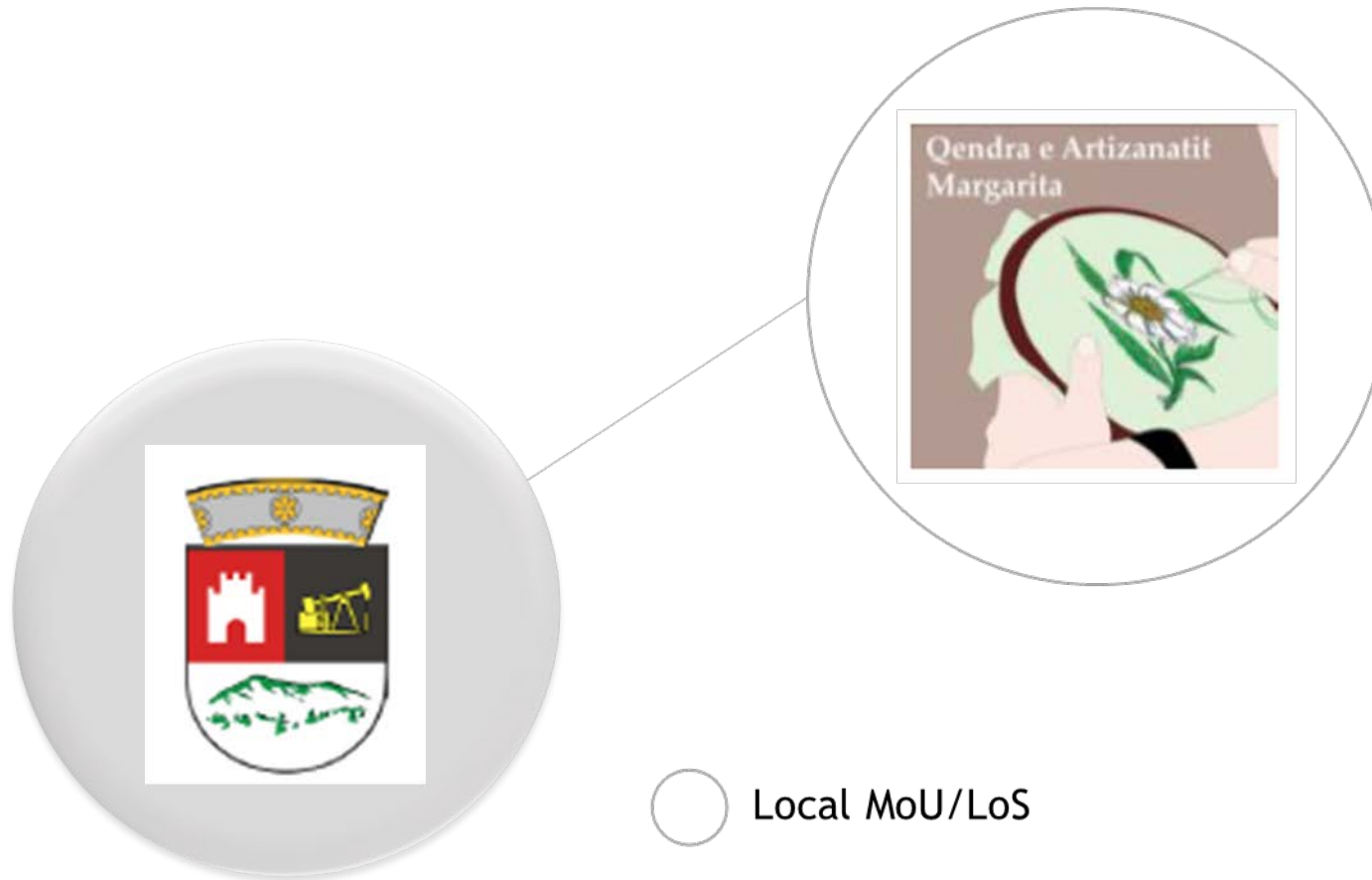


Figure 10: Region of Berat's case satellite partners



## FTTE supporting bodies towards SUSTOURISMO vision

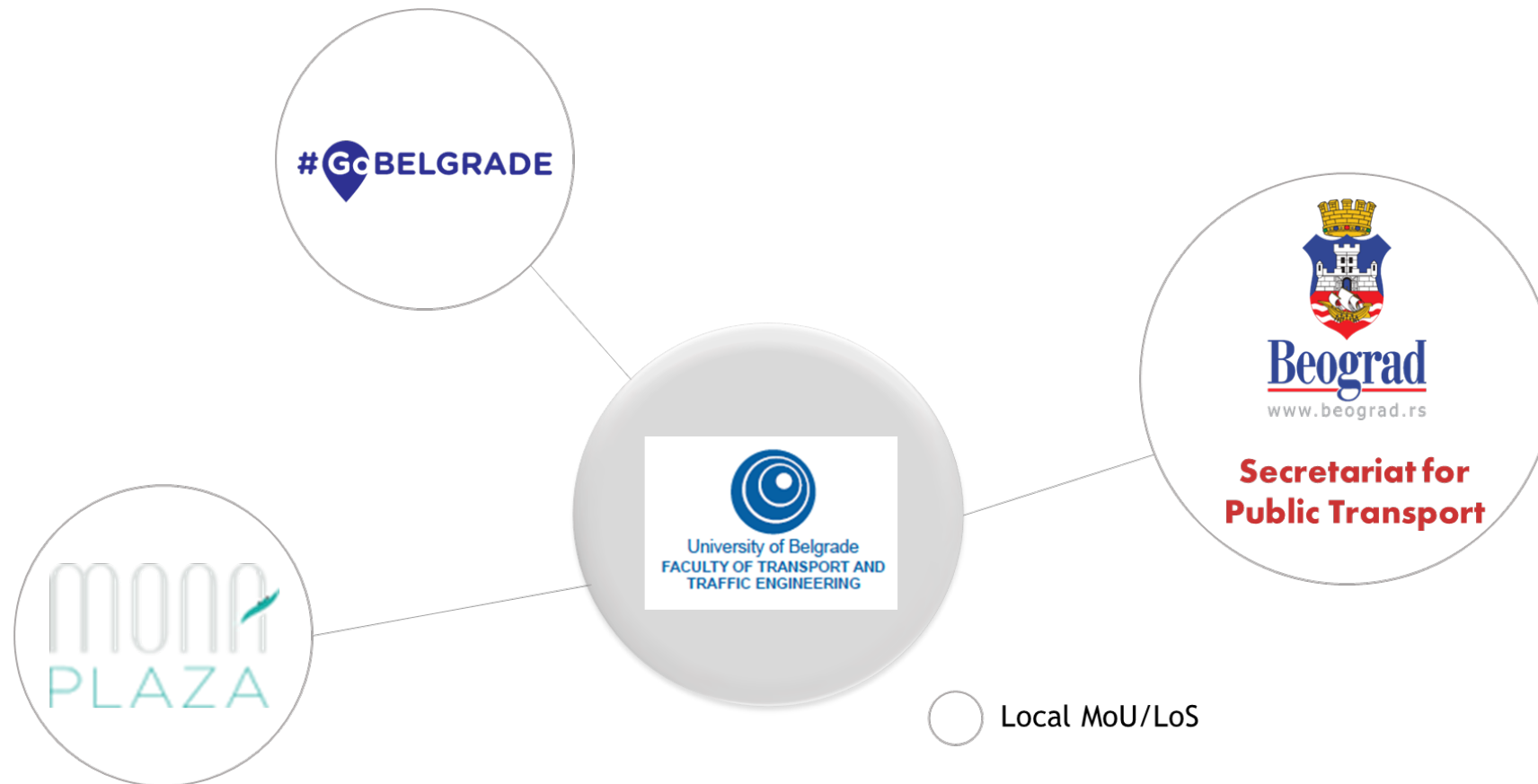


Figure 11: Belgrade's case satellite partners

## The local MoUs and LoS

In the following there are the Letters of Support and Memoranda of Understanding signed for local cases testing. These refer to:

The MoUs/LoS signed in the framework of SUSTOURISMO project

1. **The case of Thessaloniki, Region of Central Macedonia, GR**  
MoU signed among CERTH and
  - Thessaloniki Tourism Organization
  - AMMON EXPRESS (the tour guide company involved in the TPs)
  - City Bike (bike renting company)
  - Karavaki Thessaloniki Cruises
2. **The case of Igoumenitsa and Preveza, Epirus, GR**  
MoU signed among PED and
  - Municipality of Igoumenitsa
  - Chamber of Commerce Thesprotia
  - Trade Association of Igoumenitsa
  - Federation of Tourist Accommodation & Companies of Alternative Tourism of Epirus "THE XENIOS ZEUS"
  - Chamber of Preveza
  - New Preveza Hoteliers Association
3. **The case of Ravenna, Region Emilia Romagna, IT**  
LoS signed among ITL and
  - Start Romagna S.p.A (transport company)
4. **The case of Aquileia - Grado, Friuli Venezia Giulia, IT**  
Letters of Support signed among CEI and
  - Promoturismo FVG (DMO)
  - Region FVG (department for infrastructures and territory)
  - Italian Ministry of Culture (Regional department FVG for museums)
  - TPL FVG (regional public transport operator)
  - Aquileia Foundation
5. **The case of Ljubljana, SL**  
MoU signed among RDA/PIL and
  - Slovenian Railways
  - Watermelon Ljubljana by Bike
6. **The case of Zadar, HR**  
MoU signed among Zadar and
  - Liburnija d.o.o (public city transport)
  - Zadar Tourism Board
7. **The case of Tivat, ME**  
MoU signed among Tivat and
  - Tourism Organization of Tivat
  - Bella Boka Sustainable Water Transport
  - BOCA WAVES (tour company)

- Montenegro Destinations (agency with the aim to serve the needs of Yachts and Cruise)
  - Company Montenegro +
  - Company SIP Travel (tourist agency)
8. **The case of Berat, AL**  
MoU signed among RCB and
- Artisans Center "Margarita"
9. **The case of Belgrade, RS**  
MoU signed among FTTE and
- City of Belgrade, City Administration of Belgrade, Secretariat for Public Transport
  - Tourism Organization of Belgrade
  - Hotel Mona Plaza



## The 'SUSTOURISMO Platform' - Transnational Cooperation Network letter of support document / general provisions tailored per case

### **SUSTOURISMO Letter of Support (LoS)**

Respecting the main axis of SUSTOURISMO project activities;

- Increasing the cooperation among identified players in tourism and mobility sectors while developing a win-win environment; raising awareness of tourists on sustainability and responsibility
- Developing synergies among policies and actions being implemented or planned on the common theme of promoting sustainable tourism via sustainable mobility actions in the area
- Exploiting new technologies powers to make travellers adopt more sustainable and responsible solutions while visiting and exploring destinations
- Offering integrated solutions to travellers that boost sustainability in ADRION areas
- Providing ADRION policy makers with a Sustainable VolunTourism Boost Action Plan including guidelines for entering into a recovery and sustainable tourism path.

the signature of the current Letter of Support (LoS) is an expression of organization's interest and possible support for the promotion of project's main outputs;

- **SUSTOURISMO app** - the app developed within the framework of SUSTOURISMO project aiming to attract tourists in sustainable mobility options for exploring SUSTOURISMO cases. *SUSTOURISMO app is from the one side a single point through which the end users (tourists) are provided with necessary information regarding the points of interest in SUSTOURISMO areas and the way to visit them with active and public transportation. From the other side, there is a more intense awareness raising effort towards sustainability that is supported by the SUSTOURISMO app; the app promotes the use of sustainable touristic packages (joint provision of services that support sustainability, i.e. promotion of active transport) and offers rewards and benefits for responsible choices (i.e. walking more - winning more / steps calculator).*
- **SUSTOURISMO touristic packages** related actions with an ultimate scope to create the appropriate conditions for the promotion of alternative transport modes within and outside ADRION cases. *In SUSTOURISMO project, with the term 'touristic packages' we refer to the joint promotion of sustainable mobility modes and ways of transport and of other services of touristic interest.*
- **SUSTOURISMO Roadmap** - guidelines for shifting tourism to a more sustainable path.
- **SUSTOURISMO capacity building** material exploitation and further promotion (material from the capacity building seminars).

- Maintenance and operation of **SUSTOURISMO Network** (capitalizing results and continuing the experience exchange, knowledge sharing and new ideas generation on sustainable tourism promotion).

## **Commitment**

This Letter of Support does not imply any financial commitment from the side of the signatory while even though not binding, is intended to serve as the basis for further cooperation and joint efforts for improving ADRION's sustainable tourism profile.

## **The governance of the Network**

The core members of SUSTOURISMO Network (SUSTOURISMO PPs) will follow an informal governance model for Network's operation informing, consulting, and brainstorming with the satellite members. Coordination will be carried out by the SUSTOURISMO LP (CERTH/HIT) and the rest core members and possibly any other signing members willing to undertake the task. The following methods will be used to carry out the aims of the cooperation:

1. Network members can meet on an annual basis in order to host an event bringing together members of the partnership and stakeholders from tourism and mobility sectors in an effort to promote sustainability and responsible behaviours of tourists. Exchange of new experiences and latest updates per case are also a theme of discussion. These meeting could be held online using web conference platforms or in physical form given the circumstances.
2. Mini-reports can be disseminated at regular basis among Network members, covering sustainable tourism and mobility activities (local initiatives, other projects etc) that have been identified by each member.

The above established flow of information is estimated to bring new ideas for future actions on sustainable tourism promotion.

## **Duration of SUSTOURISMO Platform**

The Network starts becoming effective upon signing from core members and with a minimum duration until end of 2024 (closure of the project + 2 years) with the possibility of further extension based on the willingness of the Members. Satellite members can terminate their support at any moment.

## **Admission rules**

Any interested entity willing to join the Network should follow the prerequisites described below:

- a) accept the rules and terms of understanding that govern the Network as written in the template LoS
- b) demonstrate evidence of link with sustainable mobility and tourism sectors
- c) sign the LoS

## Visibility

All available information on SUSTOURISMO Platform can be found on project's official website - <https://sustourismo.adrioninterreg.eu/> and in core members (SUSTOURISMO PPs) websites.

## Transnational LoS collected

From CERTH side:

- ✓ *International Hellenic University / Department of Organisation Management, Marketing and Tourism / TourLab*
- ✓ Aristotle University of Thessaloniki - School of Physical Education & Sports Science/ Lab of Sport, Tourism and Recreation

From PIL and RDA side:

- ✓ Municipality of Brezovica, SL
- ✓ Municipality of Ig, SL

From TIVAT Municipality side:

- ✓ Secretariat for Economy, Tivat Municipality
- ✓ Parking Service Tivat

## The SUSTOURISMO Transnational Cooperation Network - infographic



Figure 12: SUSTOURISMO cooperation network, Dec. 2022