



ALLEGATO A alla Dgr n. 2429 del 20 dicembre 2013

pag. 1/8

MEMORANDUM OF UNDERSTANDING OF CULTEMA PROJECT - DRAFT FOR APPROVAL
(hereinafter: the Memorandum)

Between the partners of the Project CULTEMA – “Cultural Value for Sustainable Territorial Governance and Marketing” - financed within the framework of the South East Europe Transnational Cooperation Programme (SEE)

Lead Partner Regione del Veneto – Direzione Lavori Pubblici - Italy
ERDF Project Partner Aitoliki Anaptyxiaki S.A. O.T.A. - Greece
ERDF Project Partner Ministerul Culturii, - Romania
ERDF Project Partner Technische Universität Graz - Austria
ERDF Project Partner Verein zur Erhaltung und Erforschung der Österreichischen Baukultur - Austria
ERDF Project Partner Magistrato alle Acque di Venezia - Italy
ERDF Project Partner Unione Regionale delle Camere di Commercio del Veneto - Italy
ERDF Project Partner Regional Agribusiness Center – Vidin - Bulgaria
IPA Partner 1 Ministerstvo za kultura na Republika Makedonija - Makedonija
IPA Partner 2 Ministarstvo kulture i informisanja Republike Srbije - Serbia
IPA Partner 3 Ministarstvo kulture - Montenegro
10% Project Partner 1 Opština Despotovac – Serbia
10% Project Partner 2 Opština Zagubica – Serbia

TAKING INTO ACCOUNT

The Subsidy contract of 7 July 2011, the Addendum No.1 to the Subsidy Contract of 2 July 2012, the Addendum No.2 to the Subsidy Contract of 9 January 2013, the Addendum No.3 to the Subsidy Contract of 15 February 2013 for the financing of the project CULTEMA (SEE/B/0040/4.3/X), the Partnership agreement of 03 September 2010, the Addendum of the Partnership Agreement of 2 May 2012 and the Addendum of the Partnership Agreement of 2 October 2012 signed between the CULTEMA partners and reflecting their will and commitment to implement the project according to the Application Form,

SINCE

The CULTEMA Project has been approved by the South East Europe Transnational Cooperation Programme which is an unique instrument, in the framework of the Regional Policy's Territorial Cooperation Objective, aiming to improve integration and competitiveness in an area, as complex as it is diverse, and contributing to the integration process of the non-EU member states,

The CULTEMA project has been successfully evaluated in the framework of the Priority Axis “Development of transnational synergies for sustainable growth areas” to promote the “use cultural values for development”,

IN VIEW OF THE FACT

That the Work Package 6 “Follow up strategic actions: Skilling, Quality, Laboratory Network” – Activity 6.1 CULTEMA task force for Transnational agreements” foresees the finalisation of Transnational Agreements or similar forms of multilateral cooperation agreements among all the CULTEMA partners,

CONSIDERING

That the implementation of the CULTEMA SEE programme project has demonstrated the establishment of an operative and useful trans-national partnership of various cultural institutions and territories from the South East Europe area, which needs to reinforce and extend its efficiency in creating new institutional capacities and implementing innovative governance patterns, capable to reduce administrative, social and economic barriers among cultural heritage and potential investors,

ACKNOWLEDGING

That the cultural heritage sites and territories involved in the CULTEMA partnership are playing a key role and are a powerful catalyst for the local and regional economy, enhancing productive cultural heritage clusters.,

That cultural heritage sites represent a key strategic resource and powerful engines driving economic growth in a perspective of potential creative hubs of local, regional, national and international development,

That the possibility to generate income from cultural assets creates employment, reduces poverty, stimulates enterprise development, fosters private investments and generates resources for environmental and cultural conservation,

That cultural heritage assets constitute an irreplaceable expression of excellence and legacy of Europe, a precious witness of the collective memory, a common property and source of common identity of peoples across Europe,

That the safeguarding, preservation promotion and valorisation of the above mentioned heritage assumes international importance due both to the excellent socio-economic relevance and to the opportunity to represent a strong and effective platform for intercultural dialogue,

That the exploitation of these cultural resources, besides their essential historical and artistic value, has nowadays frequently produced an increased urban and environmental value and improved the awareness of the local civil society and supported the development of thematic associations,

BEING AWARE

That the dissemination of knowledge on the existence of such important heritage can increase the mutual consciousness, understanding and tolerance between the peoples of Europe,

RECOGNIZING

That treaties, recommendations and international declarations referring to the preservation of cultural and natural heritage, pointing out the importance of the protection of these unique and irreplaceable assets, regardless of their geographical location across Europe, have been ratified in most of the partner’s countries,

The authorities, institutions and organizations, partners of the CULTEMA project, which co-sign this Memorandum of Understanding **underline** the need to protect and realise the potential of their own environmental, architectural, historic artistic heritage in the strategic framework of the European Union planning, based also on the principle of subsidiarity,

The authorities and organisations which co-sign this Memorandum recognise the importance of the achievements and results of the CULTEMA Project of the following Work Packages:

WP2 – “Communication Activities”;

WP3 – “Survey, assessment and pilot development projects”;

WP4 - “Cultural governance and participatory approach to share decisional process”;

WP5 – “Attracting investments: cultural territorial marketing”;

WP6 – “Follow up strategic actions: Skilling, Quality, Laboratory Network”.

Hence the shared CULTEMA partners awareness of the importance of the follow up and capitalisation of the Project main relevant results.

MUTUALLY UNDERSTOOD AND AGREED

To work and collaborate together for the continuation, follow up and capitalisation of the project CULTEMA results in accordance with the included Operational Annex,

To plan and deliver together the transfer of good practices related to the successful management, attraction of investments and enhancement of cultural assets between CULTEMA partners and to third parties, thus enabling historical cities and settlements, cultural heritage sites and local authorities to generate new employment, achieve improvements of the communities’ quality of life and deliver sustainable growth of economic activity, highlighting the ability of CULTEMA partners to respond to the goals set by the relevant European Union cultural policies and the related *Acquis Communautaire*,

To promote, deepen and consolidate the existing effective collaboration demonstrated by the successes of the CULTEMA project,

To heighten public awareness about the cultural heritage of Europe through the creation of an open Network of Heritage sites partner, cities and local authorities,

To support the activities of the Network of Heritage sites partners, cities and local authorities safeguarding and realising the socio-economic potential of heritage assets, working in close partnership with national, international and European institutions,

To encourage new bilateral and multilateral activities amongst public and private European no-profit bodies and organisations with a strong participation of the European cultural heritage sector,

To promote international exchanges of information, scientific research expertise and analysis on the above-mentioned cultural and natural heritage, in order to achieve new practical partnerships between experts from the university sector, policy practitioners and enterprises, which define clear and effective strategic approaches to the social and economic restructuring and master-planning of cultural heritage cities and sites, faced with the challenge of achieving new uses and functions for large swathes of cultural and natural heritage assets,

To promote and/or organize conferences and meetings with the most important scientific institutions in the field of heritage protection, and to cooperate with international organisations such as UNESCO, COUNCIL OF EUROPE, Europa Nostra, ICOMOS, ICCROM, and others in order to jointly enhance a more effective valorisation of the common cultural and environmental heritage.

To promote, prepare and submit project proposals in the Call for Proposals of the new EU programming framework 2014 – 2020 or other financing programmes. To foster any other reciprocal bilateral or multilateral forms of collaboration in common projects, strategies or international cultural cooperation.

OBSERVER PARTNER

The following observers of the CULTEMA project have acknowledged this Memorandum and share its principles of mutual cooperation and the enhancement, dissemination and valorisation of the relevant CULTEMA outputs and achievements.

OP1 Council of Europe
OP2 Venice City Council - Italy
OP 4 ART KONTAKT - Albania

DURATION

This Memorandum will enter into force on the date of signature by the last of the 13 Parties and will have a duration of five years.

The partners may extend or renew this Memorandum by agreement, confirmed in a written amendment signed by each party's authorized signatory.

This Memorandum is subject to confirmation, according to the legal status and the national legislation of each signatory partner.

This Memorandum of Understanding has 22 pages including the signatures sheets and the Operational Annex, and it is signed in 16 copies

Place, Date:

Name of Project Partner: **Lead Partner Regione del Veneto Direzione Lavori Pubblici - Italy**

Name of Signatory :

Signature:

Stamp:

As follows the signature pages of all the partners.

**OPERATIONAL ANNEX
of the MEMORANDUM OF UNDERSTANDING
CULTEMA PROJECT**

I. Functionalities and tasks of Cultema Laboratory network (CLN)

Three CLNs will be settled in Italy, Austria and Serbia with the following modalities:

- A) CLN Venice – Italy, located in the premises of Forte Marghera – Via Forte Marghera 30 – 30173 Mestre – Venice, Italy will be managed by the Veneto Region, the City of Venice in collaboration with Marco Polo System geie and with the support of the Council of Europe Office in Venice
- B) CLN Graz – Austria, located in the premises of the Technical University of Graz, Rechbauerstrasse 12 – Graz – 8010 Austria will be managed by the Technical University of Graz with the support of the Association for Preservation and Research of the Austrian Cultural Heritage
- C) CLN Belgrade – Serbia, located in the premises of the Ministry of Culture and Information of the Republic of Serbia – Vojkovicева 3 - 11000 – Belgrade, Serbia will be managed by the Ministry of Culture and Information of the Republic of Serbia with the support of the Institute for the Protection of Cultural Monuments of Serbia and the Central Institute for Conservation in Belgrade.

1. Functioning of the CLNs

- 1.1 The managing institutions of each CLN will ensure a regular basis opening hours and access to the CLNs premises;
- 1.2 The managing institution of each CLN will be in charge of the maintenance of both the office premises and its office equipment (including the IT equipment).
- 1.3 Each CLN will have a contact person and an email account: the characteristics and the functionality of the accounts and the model of interaction among them will be defined together by the appointed CLN contact persons and presented to the CULTEMA partners to be validated by each partner. An accurate flow of information among all CULTEMA partners will be ensured.
- 1.4 The utilisation of the CLNs premises and their equipment is available for all the CULTEMA partners' and for their invited institutions, stakeholders and other relevant actors. The ordinary usage of CLN premises and its equipment by the CULTEMA partner and their invited third parts are free of charge, whilst any additional costs related to any particular needs have to be covered by the proposing partner. Furthermore, also citizens or public/private bodies representatives that are willing to consult the relevant CULTEMA's hard copy and electronic version materials are admitted with the agreement of each CLN responsible partner. Actions should be planned and announced accurately by the appointed CLN contact person.

2. Tasks of the CLNs

- 2.1 To store the hard copies and electronic files of the core outputs, final documents, reports and results of the CULTEMA project, as detailed in the CULTEMA application form;
- 2.2 To disseminate and promote the results and achievements of CULTEMA, assuring increased visibility to the project and its know-how to relevant public-private stakeholders and institutions, disseminate project's leaflets and any other promotion material;

2.3 To guarantee the updating of the CULTEMA website, of the Database of cultural heritage assets as described in the application form – WP3 - and the cultural heritage platform (www.cultema.eu/heritage_platform).

2.4 To ensure the overall sustainability of the current storage of the main outputs and results of the project, also updating them accordingly to new contributions of relevant stakeholders/institutions related to the management or valorisation of cultural heritage.

2.5 To be a facilitator and foster the interest and the interaction of strategic public/private stakeholder and investors partnerships for the restoration, preservation and management of the identified sites of the Database and of the Cultural heritage platform.

2.6 To organise, on a voluntary basis, meetings, workshops, conferences and dissemination events in order to foster a mutual exchange and transfer of good practices of recovery, preservation and management of cultural heritage assets and sites.

2.7 To utilise the CLNs premises as work meeting point for potential investors and representatives of public/private bodies willing to finalise project proposals to be submitted to EU, national, regional or local Calls for funding;

2.8 To foster and enhance any further form of bilateral or multilateral cooperation activity and/or agreements in the field of cultural heritage sites, either among CULTEMA partners, either enlarging the current network to new public/private partners;

2.9 To host training activities and seminars for public/private civil servants in the field of cultural heritage;

2.10 To manage the CULTEMA cultural heritage platform according to the provisions of the Operational Annex, section IV, points 1.3, 1.5, 1.7-1.10, 1.12

2.11 According to the duration of the Memorandum, the partners of CULTEMA may agree on new tasks of the CLNs.

2.12 Further detailed indications on the functionality and procedures of the CLN are provided in the CLN management guidelines

II. The CULTEMA website

1. CULTEMA partners agree to maintain the dominion of the Project website www.cultema.eu and to update it on a regular basis in accordance with the duration of the MoU.
2. The website will be managed by the Magistrato alle Acque di Venezia from January 2014 to January 2016, assuring its continuation for two years after the end of the project.
3. Within the deadline of January 2016 all the partners of the MoU will agree on who will be in charge of the management and update of the CULTEMA website from February 2016 and its operational costs coverage.
4. Relevant updates of the CULTEMA partners such as upgraded information on the cultural heritage sites, trainings, meetings, new projects will be uploaded in the website by all the partners of this MoU according to the technical procedures finalized by the Magistrato alle Acque di Venezia in charge of the website.

III. Database of Cultural Heritage Assets

1. The database of cultural heritage assets will be managed by the Technische Universitat Graz for five years after the end of the project, that is to say from January 2014 to January 2019.
2. Within the deadline of January 2019 all the partners of this Memorandum will agree on who will be in charge of the management and update of the CULTEMA database of cultural assets from February 2019 and its operational costs coverage.
3. The database of the cultural heritage assets will be updated according to changed status, condition, ownership, state of preservation and relevant structural modification of the database enlisted sites.
4. The partners can also upload further entries to the database of cultural assets, the DSS (Data-Cards System), including also the data of eventual new partners of the present Memorandum. The database will be available for consultation from the CULTEMA website and in the premises of the three CLN.

IV. The CULTEMA cultural heritage platform and the CULTEMA territorial marketing strategy

1. Scope, functioning, promotion and communication of the CULTEMA cultural heritage platform
- 1.2 The cultural heritage platform is accessible at the address www.cultema.eu/heritage_platform, on the CULTEMA website.
- 1.3 At the end of CULTEMA project life span, the web platform for the SEE cultural and territorial heritage promotion will be managed by the Cultema Laboratory Network and by all the CULTEMA partners, for their entire period of functioning, with the technical support of ERDF PP5 Magistrato alle Acque di Venezia, responsible with the administration of the website www.cultema.eu, which includes the cultural heritage platform.
- 1.4 It was designed as a marketing instrument and its goal is to facilitate access to information on various South Eastern Europe heritage assets that might be interesting for investors and other types of partners, including heritage owners and managers. The scope of the cultural heritage platform as a marketing instrument is to present opportunities of investments related to heritage assets, not related to real estate transactions with heritage properties, but for all sorts of heritage-development related operations: restoration and project development, economy-oriented development, public-private partnerships etc.
- 1.5 The target public of the platform, the specific actions for communication and publicity of the platform, and the actions for ensuring the sustainability of the cultural heritage platform are defined in the CULTEMA territorial marketing strategy, chapter V (*The heritage marketing platform*)
- 1.6 The technical details about the functioning and administration of the platform are provided by ERDF PP5 Magistrato alle Acque di Venezia in the CULTEMA website manual
- 1.7 In order to be useful and to organically grow on the long-term, the cultural heritage platform can be updated with new entries.
- 1.8 The main contributors in the development of the platform are the CULTEMA partners or third parties from the CULTEMA pilot territories, from the partner countries, or from other South Eastern Europe countries. The requests for new entries are submitted to the CULTEMA Laboratory Network (as mentioned on the CULTEMA website and on the promotional materials designed for the cultural heritage platform).
- 1.9 The Cultema Laboratory Network analyses the received requests, their conformity with the goal of the platform and its comprehensiveness and then approves or denies the requests. In case of approval, the CLN is also in charge with the upload of the information and subsequent documentation.
- 1.10 Contributors shall provide: information about the heritage properties that they own or manage, according to the defined information fields from the platform, including annexes (a development plan for the heritage property, or a feasibility study a business model or other relevant documents, and pictures)
- 1.11 All CULTEMA partners and the CLN are in charge with further promotional activities for the cultural heritage platform during the next 5 years. The minimum promotional activities they undertake are the following:
 - (a) share a link to the CULTEMA cultural heritage platform on their institutional pages and/or on the CULTEMA individual webpages created during the project
 - (b) disseminate the flyers for the promotion of the cultural heritage platform that were produced and delivered to them during the project act.5.1. the flyers will be disseminated during meeting and events organized or attended by partners which include among the participants the target public of the platform and the categories of potential investors and stakeholders defined by the CULTEMA territorial marketing strategy
 - (c) make the electronic version of the above mentioned flyer available online on their institutional website or on the CULTEMA individual webpages created during the project
 - (d) include in their regular newsletters and communications to subordinated and/or partner organizations information about the cultural heritage platform and its web address
- 1.12 If their annual budgets and the existing grants open up a suitable financing opportunity, the CULTEMA partners (individually or together) will draft new projects involving different stakeholders in

order to further develop and promote the cultural heritage platform. Partnering up with various professional networks such as architects, urban planners, and art designers is recommended.

- 1.13 The marketing materials related to the content of the platform (flyer, catalogue and marketing cards) produced during the project activity 5.1 will be made available to the public by the CULTEMA partners at the premises of the CULTEMA laboratory network and also on the website of the project www.cultema.eu
 - 1.14 The layouts of the above mentioned materials will be made available in editable format by ERDF PP2 Ministerul Culturii - Romania to ERDF partners: LP, 8, 9, 10 and IPA partners 1,2,3 for translation in their national languages and further production and dissemination, with the condition that the copyrights are specified.
- 2 The CULTEMA territorial marketing strategy follow up:
 - 2.1 After the end of the project (31.01.2014), the CULTEMA territorial marketing strategy will be assumed individually by each CULTEMA partner that was in charge of a pilot territory.
 - 2.2 The partners will take individual responsibility for further budgeting and implementation of the marketing activities., excepting the ones mentioned at 2.3
 - 2.3 The CULTEMA partners which are central public administration bodies (i.e. ministries of culture) will make the necessary diligences in order to transfer this result to competent stakeholders form the regional or local public administration or to other relevant organizations which are direct stakeholders and could take over the task of the implementation and further development of the marketing proposals for the CULTEMA pilot territories. Local action groups should also have access to the strategy, taking into account the EU emphasis on the Community Led Local Development (CLLD) approach and the local sustainable development initiatives encouraged by the Regional Programme for the Cultural and Natural Heritage in SEE and the methodologies fostered by the Ljubljana Process II
 - 2.4 The CULTEMA partners will initiate further cooperation projects in order to implement marketing actions provisioned by the marketing strategy, if the existing financing programmes permit it.
 - 2.5 The text of the marketing strategy in English language will be available in electronic format on the computers of the Cultema laboratory network and also online on CULTEMA website.