

Community Initiative INTERREG III B (2000 – 2006) CADSES

Project title	HOME PAGE_TERRITORY – H.P.T.
Lead Partner	Umbria Region - Italy

- ✓ **4th Call for proposals**
- ✓ **Priority 2 – Efficient and sustainable transport systems and access to the Information Society**
- ✓ **Measure 2.2 –Improving access to knowledge and the Information Society**
- ✓ List of Partners:¹

	<i>Institution</i>	<i>Country</i>	<i>Member/no state</i>	<i>mbr</i>	<i>Financial contribution (EU and national)</i>	<i>ERDF funding</i>	<i>National funding</i>
LP 1	Umbria Region	IT	Y		733.416,00 €	50%	50%
PP n. 2	European Profiles S.A²	IT	Y		535.196,00 €	75%	75%
PP n. 4	Development Enterprise of Achaia Prefecture³	IT	Y		218.043,00 €	75%	75%
PP n. 5	CNIPMMR⁴	RO	N		24.014,00 €	75% PHARE	25%
PP n. 6	Mihailo Pupin Inst., Belgrado – State Union of Serbia and Montenegro⁵	NM?	N		126.861,00 €	90% CARDS	10%
PP 7	Austria - Carinthian Regional Gov.??	AT	Y		436.085,00 €	50%	50%
PP8	Other Country	IT	Y				
	total				2.073.615,00 €		

¹ at least two ERDF financed project partners from at least two different Partner States

² Societe Anonyme (PRC), consultancy among the major management consultancies based in Greece

³ ACHAIA (Prefecture) belongs to WEST GREECE (Region) which belongs to GREECE (Country). It was established on 26/5/1997 by decision 41/97 of the Prefectural Council of Achaia, promulgated in the 418/26.5.97 issue of the official Greece Gazette. NEA operates under Private Law as a pure incorporated entity of the Local Government of Achaia Prefecture.

⁴ Consiliul National Al Intreprinderilor Private Mici Si Mijlocii Din Romania, Bucharest (CNIPMMR – the National Council of Private SMEs in Romania)

⁵ OTH – State owned Scientific Institution

√ Project duration

Project start	2006
Date of project finalisation ⁶	August 2008
Months	24-36?

Challenging a Neighbourhood Project

The European Commission started to address the support of cooperation along the external borders of the European Union in the programming period (2007 – 2013).

In July 2003 the European Commission adopted the Communication “Paving the Way for a New Neighbourhood Instrument” (a follow-up to the “Wider Europe Communication”) as the basis on which “Neighbourhood Programmes” (NP) were to be developed.

They cover the transition period 2004-2006 and are supposed to build on the experience from current cross-border and transnational cooperation programmes.

The 2004-2006 Neighbourhood Programmes are intended to foster cooperation with neighbouring non-candidate countries through better co-ordination of existing instruments. The overall idea of the NP is to allow the joint projects (involving partners from the EU MS as well as partners from TACIS, CARDS and PHARE countries) to submit one application that will be jointly assessed and approved in regard to the project activities to be carried out on internal (EU) and external (TACIS, CARDS and PHARE) side of the border.

Also the CADSES programme was transformed into the **CADSES Neighbourhood Programme (NP)** in 2004. The main documents (CIP and PC) have been revised according to the neighbourhood dimension.

Basic description of the project

Developing this INTERREG III B CADSES Neighbourhood project entitled HPT means look towards the following set of topics:

- Communitarian spatial development policy is oriented toward **economic sectors with spatial impact**
- P.I.C. Interreg and its Programmes are the **main instrument** of that policy
- This Cadses **Neighbourhood** Programme cover the transition period 2004-2006 in the framework of existing Interreg, and **it is built on the experience from previous cooperation projects**
- Actions developed in HPT Project, under the chosen PRIORITY and MEASURE, are able to direct and express resources as **area-crucial-energies**, when identified and adopted by the partnership **as shared needs and common interests, interrelations and interdependencies among different sectors**, then properly supplied to users.

⁶ must be *completed before 31 August 2008*

- **Tertiary sector and tourism as its major component, is of the greatest importance in social and economical changing and strongly characterizes the *virtual macro-region* shaped out of the whole partnership**
- **The predominant intersectoral aspect for the growth of these regions is the development of SMEs affecting natural and cultural resources of the land**
- while the **innovative approach** improves their efforts, if **supported by TLC**.

The aim of the project is the co-creation of a *space for knowledge and innovation in neighbouring practices* using advanced information & communication technologies, so to allow regions in Europe territory to deepen existing & potential *scenarios* of their social and economic growth, particularly oriented to the development of SMEs and the setting of methods for a joint definition of new types of services widely reaching population.

The strategy of the project is then to interconnect these *scenarios* to spatial planning policy to get better conditions for territorial development while retaining each region's identity and distinctive cultural characteristics: *the home page_territory*.

For the realisation of this project the Lead Partner is making available this *space for knowledge*, creating an advanced platform as a wide accessible technological support for joint efforts of the Project Partners being them the reference poles of the macro-region coming out the participant Regions, acting both as providers and beneficiaries of information and innovation. The project takes advantage of various existing networks at different levels, already belonging to the partners and at macro-region transnational level will be set a network among all members of the macro-community.

Activities are focused first on the knowledge of the macro-region itself, on its components and its socio-economical profile, in order to offer ordinary and simple tools of knowledge such as databases and topic maps of the macro-region territory. The enhancement of technological aspects and the choice of the data warehouse structural design depend on the analysis carried out at macro-region level.

The tertiary macro-sector is useful to compare economic structure & spatial development in (eastern) areas (eligible and third countries) - where the (production of goods) *primary* and *secondary* sector play the main role - and western (European) countries, where *tertiary* has a predominant position. Tertiary is greatly influenced by technical and organizational needs, regarding location, distribution and marking out of its services; in the meantime its assets being largely affecting the enterprises' world.

Specifically, the tertiary sector and its main component of tourism was chosen because it is one of the most important player of social and economical changing, strongly characterizing the *macro-region* shaped on the whole of the partnership. Moreover it is intertwined with intersectoral aspects connected to the growth of these regions: the development of SMEs and the valorisation of natural and cultural resources, where innovative approach supplies advanced *scenarios* to their improvement efforts.

Thus SMEs suffers of a lack of competitiveness related to the need of material and immaterial infrastructures, of means of innovation in TLC and in procedures, of quality of international relations.

The partnership mutually acts to build and update the data warehouse developing the processing by consultations: in fact each partner in supplying services is not individually up to the level of competitiveness and innovation as requested by the market, firms do not innovate on their own but through interaction with other actors, the consequence of co-operation being then the capacity of the territory to be visible and effective.

Applications are strongly linked to culture, history, local identity, competitiveness and economy, environmental quality and quality of life belonging to the macro-region.

The starting set of pilot actions performed by the regional poles on the listed topics will reach a wide range of organizations and will be available for users trough the broadband infrastructure.

Partnership by member and not-member Countries is fully involved in the project participating in shared activities and pilot actions. Regarding involvement in pilot actions of not-member regions, they were asked to concur following their operative skills, as detailed in the other sections.

Project priorities are the dissemination of results & organisational/procedure innovation and, by using ICT tools, to promote the exchange of the different skills in producing, assimilating and using knowledge within the macro-region, to the regions in the Cadses area.

Origin of the project

Umbria Region is the LP submitting this project according to the sustainable development strategy of E.U. territory and according to the documents fixing the framework of regional programs in each single associated region.

The present proposal is the result of a partnership-setting-process started from a previous project idea dealing with the creation of articulated and shared actions on the main topics mentioned above.

The Neighbourhood Approach encourage more experienced partners to mentor those with less experience which rely on project funding to enhance competitiveness through European cooperation.

Local situation, information on project partners

In the Cadses area economical structure and development in eastern regions are mostly determined by administrative functions and the macro-sector of industry: the macro-sector of services having has a secondary role: opposite to the situation in western regions.

In the Cadses area small and medium size centers are not numerous, and their increase will be a priority in the future in order to support the developing of policentric systems.

The out-coming *virtual* region has a strong tourist outlook and the need to balance its natural and historical areas high value, where the valorization of the local resources and the creation of a suitable environment to the investments find obstacles because of the territorial system and of infrastructure.

Principal positive aspects must be found the in the environment not polluted, in a historical heritage which, as well as the environment, can become a chance for new activities, able to attract qualified tourism.

Among the Countries involved in the partnership, Italy has a quite firm economy with a considerable development of services and SMEs, and advanced practice in spatial planning instruments; Greece is improving its situation and can be considered, even though a European country, at the same level of the highest developed country in the East. Regarding Romania, it has a large territory and a good background in spatial planning but it's very poor in developing services and SMEs; its national strategy for a sustainable economic development elaborated by the actual Government presents the economic development policies assisted by the state with free of charge or low cost services and the Ministry for Labor and Social Solidarity presented a set of active measures. Concerning the State Union of Serbia and Montenegro, from year 2000 it started again the economic integration process, but recent economic trend shows quite a relented development and a catching up with communitarian resources.

The general situation in the East part of Europe requires increasing development of the tertiary sector and entrepreneurship while evaluating impacts, concepts and principles of local planning and spatial development. It is already evident that regions within these countries are willing to progress towards a common knowledge, especially if they can see eventually support from the cooperation funds.

The physical location of activities starts taking place in the macro-region to reach out through ICT instruments a community made of targeted categories.

Partners are coming from two member states, Italy and Greece (AT??): in Italy partners' location is in NUTS II region of Umbria, in Greece partners' location is in Western Greece Region; partners in

Romania is in accession country; the State of Serbia and Montenegro is not member state of the west Balkans.

The LP Umbria Region takes part in Cades and Medocc Programmes as LP as well as PP with others Countries, its Programmes and territorial management Unit, among the fundamental elements of territorial policies, deals with developing and updating the Regional Territorial Development Plan, setting programs and projects to indicates strategies integrated at local levels on feasible development, having an active collaboration with the Territorial Information System for setting up maps and data bases.

The articulated composition of associated institutions and organisations form a basin of information and knowledge, being qualified to transmit and exchange skills in offering integrated services to actors in the public and private field, such as the Greek *consultancy* to local and public authorities European Profiles, the Mihailo Pupin Institute in Serbia and Montenegro, the biggest and the oldest in the whole South Eastern Europe area in developing private communication systems in the business, industrial and public sector. the National Council of Private Small and Medium-Sized Enterprises in Romania (CNIPMMR), whose fields of activity aim to create a favourable legislative and institutional environment for private capital to provide economic, managing, social, technical, legal and educational assistance for private entrepreneurs, foster SMEs involvement in international cooperation and provide SMEs access to financial and assistance programs; other EU member states as well as countries of central and eastern Europe; the Development Enterprise of Achaia Prefecture is a *legal entity of private law* and comprises a pure enterprise of the Prefectural Local Government of Achaia, whose main activity is the planning, elaboration and implementation of activities for the development of Achaia region in the economic, social and cultural sector.

Preparatory works

1. Research and groundwork for the Dossier submitted to the 2nd call for project proposals.
2. Preparatory study for the enlargement of the partnership and focusing objectives.

Overall, long-term objectives

Innovation produced by introducing new technologies is a great opportunity for changing in public administrations and for achieving a cultural and mind change through innovative way of thinking, making good use of existing resources highlighting economic strengths in the regions and providing them with the innovative perspective.

That means a new approach by high quality knowledge transfer schemes and by stimulating learning through transfer of best practices.

The final *scenario* in developing this project is the realization of an enlarged network of poles to support public and private actors of the territory and creating a virtual space.

Good practice in territorial planning allows preserving environmental values setting up the most favorable conditions for developing economy; a lasting balanced development means social and economical cohesion, as well as people equal opportunity.

Quality renovation of the society includes spatial development: this virtual space will be the strategic instrument for developing projects intending to integrate the enterprises - labor and training world - public bodies.

The project will provide information and frame for the enhancement of innovative actions in the SMEs sector, gaining mechanisms that will produce the merging of technological innovation to promote the information capacity of the macro-region.

The commitment for sustainable development endorses the competitive spirit of the tourism industry of the region, combining the development of quality standards and the development of benchmarking in

large tourism actions.

The activities of this project raise awareness within regional actors, entrepreneurs, decision makers, researchers and opinion leaders.

To transfer best practices from regions with advanced policy provides institutional support to the innovation cycle and informs about regional innovative status.

Concrete results

The technological infrastructure is the support with wide accessibility providing innovative processes through a user-friendly portal: it provides the intranet and internet base for exchanging territorial information and content based services to citizens, visitors, Public Bodies and SMEs, and to the whole population of the *macro-region*, with the goal to extend them to other countries, in which the *flexible components* of the software give the opportunity of defining a **guiding system to ensure fast execution times without giving up accuracy.**

The project takes advantage of various networks made at different levels: many of these partners are already connected in a local network being able to implement and, at the macro-regional level, **share their networks among all members of the macro-community** with the great added value to **contribute to the creation of a wide agreement on policies and initiatives.**

At transnational level with a network among various countries, the great added value is that it will **allow exchange of knowledge and experience, and testing of sustainable techniques/methodologies/tools** in areas with different problems and/or with similar problems but influenced by different factors, for the **maintenance and validation of all actions and activities** to be carried out, more, **creating the basis for future collaboration which will continue after the project ends.**

Another network, established through **web pages**, will be an important **tool for dissemination** and will be fundamental during the theoretical part of training learning, consulting on-line and educational activities, forums, etc.

Factors out of the **general swot analysis** showing the socio-economical profile in the macro-region, so far as they represent inputs deepening technological aspects, and choosing the structural design of the data warehouse, **will arrange the extent of activities** in the platform, allowing the capacity of **focusing project actions** where is needed.

In order to manage the digital challenge activities foresee for the mapping and monitoring of advanced innovative processing and the setting of the general *modus operandi* with useful application in public and private activities will be able to **carry out a unique operational validated scheme** by the partners.

Pilot actions, as models and practical examples of methodologies and techniques, test the objective with relevance in public and private activities, having at the same time concrete results out coming their activities.

Dissemination, foreseeing actions **to inform and raise awareness in local population and targeted groups**, will contribute to **create community's active participation and bottom up strategies.**

Partnership by member and no-member Countries is fully involved in the project in participating the shared activities and pilot actions. Regarding no-member regions involvement in pilot actions, they were asked to concur following their operative skills, as detailed further on. Concrete results to be

achieved within non-Member States as a result of co-financing from Tacis, PHARE or CARDS, should be set out clearly and separately, detailed by country⁷.

Expected impacts

A major outcome of this project is supporting the partner region because of its being a pole/knot – depending somehow from the macro-region. This happens through the full acknowledgements of the territory by the whole population of the macro-region.

The *information capacity* of the macro-region is the output of innovative actions obtained incorporating them by TLC tools in the enterprises mechanism of production, improving the organization of structures, Communication and Information focused on the final user in private and public sectors.

The flow pictured on/by the *gis* builds up useful feedback data for the variety of targeted users, so to facilitate the monitoring, evaluating, formulating and implementing of the policy undertaken.

Through innovation in process the public institutions involved in the project can lessen bureaucracy and deal with the achievement of simple but basic results. Visibility of public bodies will be improved in a more meaningful way through changes in its instruments, direct or indirect, in the territory of reference.

The blending of local resources like tourism, culture, local agricultural products and craftworks with technology features, consent to capitalize on them, raising awareness within regional actors, entrepreneurs, decision makers, researchers and opinion leaders.

Target groups

Due to the transversal and horizontal nature of the project, targeted groups include the wholeness of population present in the macro-region, enlarged to member and no member countries through progressive self-constructing steps.

The variety of integrated co-project' hypothesis, effectively able to integrate various interests of the different kind of involved actors, is the result of a technical implementation to be built together with public bodies, enterprises, associations, services providers and technological partners by contacting targeted groups and activating project activities and pilot actions.

A long list of social-economic actors can be considered closely linked to the matters developed in this project, just because they are already targeted groups for the project partners, such as **Chambers of Commerce and trade associations**, local sectorial bodies, **Public Welfare and Labour/Temporary Work Agencies and Territorial Training Centres**, Business consultants, Non-profit associations, Agencies for productive activities, Local authorities and schools, **Research centres and technological parks**, Tourist and sports agencies, **SMEs and entrepreneurs in developing innovation** in the physical area of the macro-region.

In particular the results of the project activities will be exploited by enterprises operating in advanced tertiary sector, scientific parks, research and diffusion centres of technological and organizational innovation, groups in the information technology sector, technology parks, chamber of commerce and industry, consulting firms, investors, employers, institutions and no profit associations in the cultural and social fields.

⁷ Due to the different contracting authorities which will be used for the external funding, information on Ukraine and Moldova should be given jointly, while information for Serbia, Kosovo and Montenegro should be given separately. This applies each time the phrase “detailed by country” is indicated.

This project is not a simple consulting tool but it offers a chance to exchange among users (the population of the macro-region specifically targeted following the swot analysis such as tourists, citizens outside the urban centres, visitors and city users)/suppliers (**Public administrations such as municipalities, mountain communities, other provinces and other public agencies and managers of public services**)/services and SMEs system.

Finally the research will try to define innovative targeted groups, marking out innovative sectors as novelty, originality and enhancement in procedures.

Direct beneficiaries

A number of key actors benefit by the project development having access to intranet provided by the platform, they are municipalities, local communities, provinces and other agencies and organisations in the macro-region, having full membership in the project or, as detailed above in target group's section, because already linked to the project partners.

Collaboration is asked to the local administrators, civil servants, technical staff, and local communities in order to tackle land-planning management in an integrated way.

In the pilot stage, a number of personnel in the macro-region will be trained to use digital on line tools; potential entrepreneurs will be trained in business preparation, a support will be given to innovation-based companies. Partner member states and non-member states will apply to send their personnel to the training courses. All the trainees will attend the stage phase in the same locations, to favour relations, the consolidations of the network, the exchange of know how and good practices.

Project activities to be carried out within non-Member States as a result of co-financing from Tacis, PHARE or CARDS should be set out clearly and separately, detailed by country.

A result analysis on the experimentation of the transnational system role and its functioning, is previewed for the completion of retrospective actions and the development of further initiatives.

Project **dissemination** will take place defining measures of publicity and awareness-raising campaign having a network structure to embrace all partners and lasting the duration of the project, useful for giving out information throughout 3-monthly newsletters, information brochures and web pages written in the languages of all member partners, as well as publishing services, demo versions, transnational seminars to be held at the beginning – midterm and presentation of final results; publicity will serve also for contacting local actors and targeted groups.

Providing material is in charge of the whole partnership in the macro-community, quantified as follows: n. 500 of posters per each partners' country, n. 500 of flyers per each partners' country, study and maps: 4000 copies, N. 2 films showing significant images.

Education and training and exchange of know-how are carried out in **pilot actions??** with the support of platform appliances and extensions. Generally speaking outputs consist in three-months topic courses and assisted access for local actors and partnership staff. Total number of participants in training course is _____, of which:

N. 20 for Italy

N. **__specify** for Greece

N: **_specify _**-for Serbia & Montenegro

N. **_specify** for Romania

AT??

General co-ordination implies the setting up of a Steering Committee (SC) made up of the member of each associated institution and is responsible for taking decisions and supervising the project development; it cares for transnational project management; it is in charge of on the correct operational project development and of the moulding of pilot actions for the availability of results and products.

The leading institution has the responsibility of coordinating the partnership and dealing with the Interreg Program structures. A Secretary Unit is established in the SC and it is responsible for the accomplishment of projects expected outputs and deliverables, the monitoring of activities, verifying times, taking care of reports, results and accounts. Reports during the project duration and the final report give information on the process, methodologies, studies and pilot projects and the achieved results.

Responsible figures chosen by partners according to specific competences are assembled in an Expert Group (EG) for the **operative coordination** strictly connected to the development lines of activities following topic criteria.

Regarding the WPs established to ease project development, each Responsible Institution and person is in charge of gathering documentation, reporting and managing milestones, by means of direct contact with the Reporting Members of the various pilot actions.

If the project combines ERDF and external funding, the project has to appoint *financial Lead Partner(s) for external funding (ext.LP)* among the project partner(s) from the non-Member State(s); separate contracts with a financial Lead Partner for external funding are required for Romania and Republic of Montenegro.

Outputs and deliverables

A vertical hierarchy is established to verify how the project evolves, identifying the different levels for checking progresses and products during the implementation period of the project: the SC, under the responsibility of the LP is in charge of supervising organization for the partners' contribution to the development of the project, providing three activity and financial reports – start – midterm and final - on the overall coordination and management of the project; it verify through the SU the operative coordination of the EG by collecting minutes of meetings results after each stage of implementation, with the time interval of the milestones identified in the WPs, finally Responsible persons of WPs and the Reporting Members of the various pilot actions assure the operative coordination of the project by means of direct contact with staff of partner institutions.

The moment for updating outputs of the project is related to the completion of project activities and take place at the midterm and final reports.

Benchmarking methodology of crucial factors in developing the project last along the entire project duration but will be also a pilot action adapted to specific topic.

Horizontal development regards activities carried on for achieving project objectives: letters in the following list are not associated with temporal phases.

- a) as specified in other sections, the setting of the platform is a priority to fix up the availability of basic SW appliances. The time scheduled for the completion of the basic SW appliances to be supplied with an accessible portal with basic utilities is 6 months starting from the beginning of the project activities; the phases concerns the basic organization of instrumental objectives and process objectives, the basic hardware appliances and the software appliances; outputs being HW and SW, functions of the platform, central and peripheral servers, peripheral settings, linkages.

The time scheduled for the completion of the study focusing on results of the swot analysis must be the same as for the completion of the basic platform, since, as stated in other sections, it give outputs for implementing platform appliances: we can fix out the steps in to the preparation of the study with scheduled time fixed out the related WP milestones, dealing with: sharpening of the grid for data collecting and territorial reference – data gathering on the territory – analysis – final report.

- b) The realization of gis thematic databases implies a previous compatibility analysis of existing systems before the data loading by the partners; the time scheduled for their

development is one year starting from the completion of project activities related to the basic platform & the study: the phases concerns: planning and realization of gis - verification of existing systems - data loading by information systems. Minimum number of topic databases set up is 3 x partner, to be added to those prepared for the pilot actions

- c) The concluding outputs coming out after the completion of the basic platform & the study are also the topic maps as regards to the macro-region and the set of inputs for the extension of platform appliances. The time scheduled for their completion is one year. Minimum number of topic maps is 30, to be added to maps coming out the pilot actions.
- d) Pilot actions are planned with the indication of the location and details listed in other sections. The time scheduled for their development start after the completion activities listed from point a) to d) and will last one year and _____ months; the phases concerns their planning and development to get to the application in sample areas, specifically: first step defining methodology and detail planning of each one - collecting knowledge on topic procedures - determining types of interventions, best practices and key criteria for implementation – dissemination. Added value coming out a transnational approach is achieved by the preparation of integrated cross-sectorial activities - documenting implementation - recommendations - fixing up future actions.

Basic criteria which allow to check whether the pilot project is successful, besides results already fixed out for each pilot action, are suitable to verify a successful transnational realization, territorial cohesion, internal and external connections at macro-community level:

- indication of quantity and/or quality of high level poles in the macro-region involved
- the type of connection at first level (transnational), second level (regional), third level (local)
- long distance relations
- geographical proximity relations and spatial fragmentation
- macro-regional extent
- enhancement of complementary relations
- presence of structures able to reach, by networking, the macro-region mass dimension and threshold effects
- horizontal subsidiary relations
- multi-level public and private system
- intensity of exchange
- innovativeness

□ Work packages

1. Project management, – UMBRIA REGION, Nicola Beranzoli
2. platform and process control - wr
3. preparatory works & macro-regional knowledge capacity – to specify
4. networking, training and dissemination - to specify
5. tourism management and SMEs development - E.P.
6. content based services – to specify