



## ***CITY OF NARNI***

### **DRAFT PROJECT**

<b>European Programme</b>	COSME - Support for the tourism sector in 2015: Diversifying the offer and tourist products - Promoting transnational thematic tourism products (THEME 2)
<b>Call for proposals</b>	Supporting Competitive and Sustainable Growth in the Tourism Sector [ <b>THEME 2</b> - Diversifying the EU tourism offer and products – Promoting transnational thematic tourism products ]
<b>Sub-strands</b>	<b>SUB-STRAND B)</b> Themes related to cultural / Industrial heritage The tourism product revolves around a common and identifiable theme connected to the cultural or industrial heritage.
<b>Deadline for submission</b>	<b>30/06/2015 at 17,00</b>
<b>Name of the project</b>	<b>“EUROPE UNDERGROUND” (Acronym : E.U.)</b>
<b>Key-words</b>	Tourism, natural and cultural heritage, history, journey, territory, Europe, sustainability, promotion, development of SMEs in the tourism sector, knowledge, technology, innovation, underground, discover, innovation, European citizenship, services, travel, tourism product diversification, competitiveness, added value, transnationality.
<b>Area</b>	EU 28 - Austria, Belgium, Bulgaria, Cyprus, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Holland, Poland, Portugal, United Kingdom, Czech Republic, Slovakia, Romania, Slovenia, Spain, Sweden, Hungary.
<b>Description of the project</b>	<p>Europe is the first tourist destination all over the world, with highest density and differences of attractions. As a consequence, inside the Europe 2020 strategy, Industry of tourism is the key sector of European economy that produces more than 10% of European GNP, it employs 9,7 million of people and it involves 1,8 million of enterprises. The tourism increases employment and regional development, it supports sustainable development, it creates a greater natural and cultural Heritage, it builds a European identity.</p> <p>In this contest, the Europe 2020 strategy follows these objectives:</p> <ol style="list-style-type: none"> <li>1)Territorial cohesion;</li> <li>2)Safeguarding and enhancement of natural and cultural Heritages;</li> </ol>

- 3) Capability to defy at impact of climatic changes and to lessen structural modifies that tourism could entail;
- 4) To strengthen sentiment of European citizenship;
- 5) Knowledge of rights and laws that European citizens could use when they move inside and out of European Union.

To achieve these objectives, actions to do can be to reunite around 4 main strands:

- 1) To encourage competitiveness of European tourist sector;
- 2) To promote development of tourism sustainable, responsible and high-quality;
- 3) To reinforce the image of Europe like collection of sustainable and high quality destinations;
- 4) To maximize potential of financial policies of EU for development of tourism.

About COSME programme, this project answers to these general objectives:

- 1) To reinforce competitiveness and sustainability of European Enterprises, above all SMEs;
- 2) To promote entrepreneurial culture and a growth of SMEs.

The project idea is the idea of an extraordinary voyage to the discovery of the historical, cultural and natural European heritage, but in a different perspective. A fascinating journey in the Europe underground, amazing and real testimony of places and people that tell the history of Europe. A voyage into the past that emerges from the darkness of the earth into the light of the present with all of its immense historical, cultural and natural value to protect, enhance and promote and with his wealth of memories and lessons to remember and on which to base a better future for new generations.

The history, the literature, the archeology, the architecture, the speleology in over the years and the centuries have consigned to memory a world in which to find the roots of a common identity and historical evidence of the European community. An underground world, sometimes hidden, forgotten, shrouded in mystery or protecting secrets, mistakes, catastrophic events, massacres and battles, but also treasures and natural beauty, works and human inventions, visionary and idealistic passions of famous people, but above all life stories of many Europeans to tell and relive.

When the hidden treasures emerge from the past, when the story begins to tell, the rich underground heritage becomes European tourism product. An innovative tourist product, highly competitive and sustainable. Its sustainability is understood not only as protection, preservation and promotion of the historical, cultural and natural European heritage and its hidden treasures to be rediscovered, but also as economic sustainability and potentialities for future development in terms of diversification and expansion of the European tourism sector. And it is a winning product, with high potential of attractiveness, because it was founded on a strong emotional impact, which it creates curiosity and desire for discovery and exploration of what's underneath, what remains hidden.

A product that will appeal to a number of different target groups according to which design and build different and specific packages of tourism supply. A product that takes shape through the creation of a transnational route that following the phases and seasons of history and of the cultural european changes it links underground places of great charm and appeal far away from mass tourism, but that certainly represent fundamental testimonies of the rich historical , cultural, natural European heritage.

In this perspective, the development of a network of stakeholders in the tourism sector which, within their areas of competence and through the performance of its functions, act in this them is a prerequisite for building and a launch of a new tourism product .

The role of SMEs in the tourism sector and their representatives thus becomes central in both the construction phase of the product, through the creation of specific activities and services, both in its future development, thanks to implementation of measures and agreements underlying the launch of the product in the international tourism market.

The activities of the communication and promotion of the product will play a key role in achieving of the project's outputs and in particular the use and the application of new channels of communication and technological tools combined with the most innovative practices of marketing 2.0

## Objectives

### Strategic Objectives:

- ✓ To strengthen the transnational cooperation in the field of sustainable tourism;
- ✓ To encourage the diversification of tourism products and services through the development of sustainable transnational tourism products;
- ✓ To strengthen the cross-border cooperation and the managerial skills of public and private bodies in charge of developing thematic sustainable tourism products;
- ✓ To improve the market penetration and the visibility of the European supply of transnational attractive sustainable tourism;
- ✓ To improve the exploitation of the natural and cultural heritage and its potential for further development of the tourism sector;
- ✓ To support the economic regeneration and job creation in regions (post) industrial decline;
- ✓ To promote the synergies between tourism and the activities related to the promotion of cultural and natural heritage.

### Specific Objectives:

- ✓ To create a tourist product with lasting and sustainable impact, aimed at improving local economies and to the protection, enhancement and rediscovery of the hidden treasures of the rich european historical, cultural

	<p>and natural heritage;</p> <ul style="list-style-type: none"> <li>✓ To create a specific tourism product, a route both real and virtual, focusing on the diversification of the supply;</li> <li>✓ To support and strengthen the small and medium enterprises;</li> <li>✓ To create, sustain and strengthen the collaboration between public and private as a winning strategy in promoting tourism;</li> <li>✓ To create a network between European local and diverse stakeholders operating in different roles and functions, in tourism, in order to develop a new tourism product with interesting opportunities for competitiveness, development and growth in the market;</li> <li>✓ To design and launch a trans-national tourism product that can increase the flow of tourists in the low and mid season</li> <li>✓ To create a repeatable "model" and transferable to other contexts</li> <li>✓ To enhance and promote the hidden treasures and European excellence in particular in areas with low level of development with an orientation towards the principles of sustainability and accessibility.</li> <li>✓ To promote entrepreneurial culture and to strengthen the competitiveness of European SMEs in the tourism sector on the international market.</li> <li>✓ To promote the use of new information technologies to discover, know and appreciate the history, the tradition, the values of the past and overcome the challenges of the future.</li> </ul>
<p><b>Work Plan (to be defined)*</b></p>	<p><b>WP.1: Coordination and management of the project.</b></p> <ol style="list-style-type: none"> <li>1.1.Kick-off meeting (Bruxelles);</li> <li>1.2.Intermediate conferences and meetings of update and check of the state of the project;</li> <li>1.3.Management of internal communication and informative flows and archiving of documents;</li> <li>1.4.Coordination and management of partnership;</li> <li>1.5.Update, check and monitoring of the project;</li> <li>1.6.Management of risks and hitches;</li> <li>1.7.Final meeting</li> </ol> <p><b>WP2: Creation and activation of a network of public and private stakeholders for the promotion, the enhancement and preservation of cultural, historical and natural underground European heritage and its hidden treasures.</b></p> <ol style="list-style-type: none"> <li>2.1. Creation of web-site for the network management, with specific interactive functions, multilingual and with a complex structure in order to support the creation of "virtual network";</li> <li>2.2. Creation of inter-related territorial Info Point to the exchange of information inside of the network and the outside of it;</li> <li>2.3. Implementation of territorial activities of meeting, discussion and awareness with the public and private stakeholders of the Project;</li> <li>2.3. Drafting and signing Programme Agreement for the establishment and future development of the Network;</li> <li>2.4. Sharing and drafting of the Regulations of the Network</li> </ol> <p><b>WP3: Identification and definition of thematic transnational tourism product</b></p>

### **"Europe Underground"**

- 3.1. Cartographic identification and mapping of European sites involved and its thematic itinerary;
- 3.2 Study and market analysis
- 3.3 Study and analysis of the supply territorial in a transnational perspective
- 3.4 SWOT analysis and definition of the specific characteristics of the product and of the elements that comprise it (resources, products, services, functions)
- 3.5 Strategic and operational planning (Marketing Strategic Plan)
- 3.6. Elaboration of Marketing MIX
- 3.7 Design and development of the thematic packages identified

### **WP4: Implementation of a programme of theme events and initiatives of promotion and communication of the Tourism Product "Europe Underground"**

- 4.1 Implementation of specific innovative tools and technologies of information and communication for the construction and promotion of the "virtual" product/route (QR-Code, App, Augmented Reality);
- 4.2 .Creation of the Product's Brand and sharing of the integrated strategy of image management;
- 4.3. Construction of the great information and promotion campaign of the product and in the limits of the programme of the tourism promotion in individual countries / regions;
- 4.4. Integrated implementation of local events of promotion and communication (conferences, educational tours and participation in fairs);
- 4.5. Realization of an International Workshop to present and launch of the product called "Europe Underground".

### **WP.5: Dissemination of project's results and outputs**

- 5.1. Multi-functional and interactive web site of the project;
- 5.2 Meetings with representatives of target groups and stakeholders;
- 5.3 Opportunities of information, dialogue and debate: focus groups, informative sessions, workshops, events, demonstrations;
- 5.4 Printing and distribution of informative material (brochures, invites, posters, fliers, press files, etc.);
- 5.5. Printing and sharing of documents, scientific publications, reports;
- 5.6. Promotion trough web channels and social networks;
- 5.7. Press office;
- 5.8. Realization of audio-video products and photographic services;
- 5.9. Biannual newsletter;
- 5.10. Mailing lists and contact with other networks in Europe.

**\* The structure of the single WP can be changed during the project definition**

### **Duration**

15 Months (Maximum)  
Forecast starting date: **March 2016**  
Forecast ending date: **June 2017**

<b>Total Budget</b>	<p>Total cost of the project (eligible costs): <b>€ 300.000</b>  EU Grant (75% of total eligible costs): <b>€ 225.000</b>  Co-funding rate from each partner (25% of total eligible costs): <b>€ 75.000</b></p>
<b>Type of Partnership</b>	<p><b><u>Number of Partners:</u></b> The consortium must gather a minimum of five partner organisations – different legal entities - covering at least four countries</p> <p><b><u>Eligible partners:</u></b></p> <ul style="list-style-type: none"> <li>✓ Public authorities (national, regional or local) and their associations at European, international, national, regional or local level;</li> <li>✓ International organizations;</li> <li>✓ Organization/associations/federations operating in the field of tourism;</li> <li>✓ Universities, Institutions of research and training;</li> <li>✓ Organizations active in management of destinations and their associations;</li> <li>✓ Travel agents and tour operators (and their associations);</li> <li>✓ No-profit organizations (private or public), NGO, organizations of civil society, foundations, think-tank, umbrella associations, networks/federations of private/public entities active, above all, in the fields of tourism or others area strictly linked with the themes of the call for proposal;</li> <li>✓ Chambers of Commerce, Industry and Craft (and their associations);</li> <li>✓ SMEs active in the tourism and, above all, in: accommodations, tourist information, booking, catering, travel agencies, tour operators, attractions, leisure time (recreational, cultural, sport activities), tourist transports, etc.</li> <li>✓ Other public/private entities active in the fields of tourism or youth policies.</li> </ul> <p><b><u>Composition of consortium</u></b></p> <ol style="list-style-type: none"> <li>1. One public authority at national, regional or local level (or one their association);</li> <li>2. One association/federation/organization active in active in field of natural or cultural heritage;</li> <li>3. Two SMEs (or association of SMEs) operating in tourism sector.</li> </ol>
<b>Deadline expression of interest</b>	<p><b>15/06/2015</b></p>
<b>Contacts</b>	<p>Irene Falocco  <a href="mailto:eucalls@mindsrl.it">eucalls@mindsrl.it</a>  Giulia De Santis  <a href="mailto:eupartners@mindsrl.it">eupartners@mindsrl.it</a>  Tel. (+39) 0744 220853</p>