

CROSS BORDER FRAMEWORK AGREEMENT

FOR MUTUAL PROMOTION OF LESS KNOWN TOURISTIC DESTINATIONS IN THE MEDITERRANEAN

Promoted by and under the auspices of the ENICBCMED EU co-funded Project

CROSSDEV - Cultural Routes for Sustainable Social and economic DEVELOPMENT in Mediterranean
(Sept. 2019 – Aug. 2022)

AMONG

The **Jordan University of Science and Technology (JUST)**, committed in the promotion of the **Archaeological site of Umm Qais, Northern Jordan**, based in Irbid (Jordan)

The **Royal Marine Conservation Society of Jordan (JREDS)**, committed in the promotion of **Less-known historical and cultural sites in the Aqaba area, Southern Jordan**, based in Aqaba (Jordan)

The **Association for the Protection of Jabal Moussa (APJM)**, committed in the promotion of **Jabal Moussa Biosphere Reserve area, Lebanon**, based in Jounieh (Lebanon)

The association **Masar Ibrahim Al Khalil (MIAK)**, committed in the promotion of the **Masar Ibrahim Trail, West Bank, Palestine**, based in Beit Sahour, Palestine

Società Cooperativa Culture (CoopCulture), committed in the promotion of cultural goods and activities, Italy

The association **Phoenicians' Route – Cultural Route of the Council of Europe**, International Confederation, with its Direction Office in Castelvetro (Italy - Sicily), as CROSSDEV local stakeholder in Sicily

The association **Iter Vitis, Route – Cultural Route of the Council of Europe**, International Confederation with its Permanent Secretariat in Sambuca di Sicilia (Italy - Sicily) as CROSSDEV local stakeholder in Sicily,

hereafter referred to as "**the parties**"

WHEREAS

- CROSSDEV is a three-year project started in September 2019, co-funded by the European Union through the ENICBCMED Programme 2014-2020, implemented by the lead agency - Comitato Internazionale per lo Sviluppo dei Popoli (CISP), Italy and the partners: the Jordan University of Science and Technology (JUST) Jordan; the Royal Marine Conservation Society of Jordan (JREDS); the Association for the Protection of Jabal Moussa (APJM), Lebanon; Jordan; Masar Ibrahim Al Khalil (MIAK), Palestine; the Italian Ministry for Cultural Heritage and Activities and Tourism (MIBACT), Italy; Società Cooperativa Culture (COOPCULTURE), Italy
- CROSSDEV's goal is to contribute to economic and social development in the Mediterranean by strengthening and enhancing sustainable tourism policies and practices and highlighting common cultural, heritage, environmental traits and resources to be turned into assets for socio-economic local development
- CROSSDEV expects to increase tourism competitiveness and attractiveness of less known destinations and rural areas, enhancing the experience of the Cultural Routes of the Council of Europe: Phoenicians Route and Iter Vitis, specifically the following sites:
 - In Italy: Via Selinuntina Sicily
 - In Jordan: Aqaba area (South of the country) and Umm Qais archaeological site (North of the country)
 - In Lebanon: Jabal Moussa Biosphere Reserve area, Mount Lebanon
 - In Palestine: Masar Ibrahim Trail, West Bank
- Among its objectives, CROSSDEV aims at promoting cross border synergies and collaborations to reinforce attractiveness of selected destinations, according to the principles of Cultural and Sustainable Tourism and making reference to the concept of Cultural Routes
- Through cross-border cooperation, CROSSDEV aims at contributing to the achievement of Sustainable Development Goals of the Agenda 2030. It intends to promote social, cultural and economic development and, in particular, to address environmental challenges (goals 8 and 14), to generate effects on the quality of education (goal 4), to contribute to the reduction of gender inequalities and to the improvement of the general quality of life in the cities (goal 11)

CONSIDERING THAT THE PARTIES

- are well rooted in the territories as key actors for promoting & increasing attractiveness of the sites
- share the common aims to work in favor of the socio-economic development of their territories preserving and disseminating cultural, historical, environmental, scientific, material and immaterial heritage reinforcing the traditional, historical and cultural links among countries in the Mediterranean
- are active in Sustainable and Cultural Tourism domain, developing specific and innovative paths/routes which combine a number of less known localities with valuable common heritage, outside the usual/mass tourism circuits
- express their willingness to cooperate in the field of cultural, rural, slow, responsible, integrated, sustainable, creative and community based tourism, following principles of local and quality development, promoting support for economic actors in tourism and tourism/related sectors, and to develop new opportunities for cooperation

among the Mediterranean countries, in the name of the common heritage and the need for peace and stability in the Mediterranean

- share the same beliefs: broad participation in the decision-making process and in the sustainable development process, global citizenship education and inclusive education, the ecological approach to development, gender equality and social inclusion and cohesion

ACKNOWLEDGED

The pivotal role of cross-border information sharing, good practices exchanges, communication & promotional campaigns at international, national and local level, to increase attractiveness of the destinations targeted by the CROSSDEV Project.

THE PARTIES AGREE

1. To collaborate to deepen and share the knowledge of the material and immaterial heritage of the Mediterranean area and other themes of mutual interest.
2. To collaborate for joint actions for disseminating the individual and common cultural, historical and natural heritage peculiarities of less known touristic destination in their respective geographical areas/countries, at local, national and international level
3. To collaborate in a cross-border perspective in the design and implementation of cultural, slow, rural, creative, responsible, sustainable tourism and community-based tourism joint actions, initiatives, projects and programs
4. To coordinate and jointly implement information and communication campaigns aimed to the promotions of the less known touristic destinations in their respective geographical areas / countries at local, national and international levels through:
 - ✓ Web or social campaign
 - ✓ Innovative communication tools
 - ✓ Seminars, training actions, meetings involving civil society, economic operators, institutional Stakeholders and policy makers
 - ✓ Exchanges of best practices among respective countries,
 - ✓ Research and investigation
 - ✓ Scientific and pedagogical collaboration (schools projects, academic exchanges and initiatives, etc.)
 - ✓ Press tours

It is understood that specific contents, work methods, timing and any other details will be preliminarily agreed between the parties per each of the joint actions stemming from this Framework Agreement.

This Framework Agreement will enter into force on the date of its signature and it will last 3 (three) years.

The parties agree to jointly assess the performance of the relationships under this Framework Agreement on a yearly basis and to evaluate possible further ways to deepen collaborations.

The parties may extend or amend this Framework Agreement at any time through an exchange of letters, and in any case the parties wish for the renewal and extension of the Agreement and for long standing and enforced cooperation, based on the evaluation of the implementation and effectiveness of this Agreement.

Jordan University of Science and Technology (JUST)	
Date and Place 30 June 2020 Irbid	(signature) Dr. Ahmed A. Freewan Project Manager Name and Position
Royal Marine Conservation Society of Jordan (JREDS)	
Date and Place 21 June 2020 Amman	(signature) by Diala N. Al-Ahmed Executive Director Name and Position
Association for the Protection of Jabal Moussa (APJM)	
Date and Place 19 June 2020 Beit	(signature) by Pierre J. Doumet President Name and Position
Association Masar Ibrahim Al Khalil (MIAK)	
Date and Place July 2nd 2020	(signature) George N. Kishmari Director Name and Position
Società Cooperativa Culture (CoopCulture) SOCIETA' COOPERATIVA CULTURE	
Date and Place JUNE 22ND 2020 MESTRE (VE)	(signature) GIUANNA BARM PRESIDENT Name and Position
Sede legale C.so del Popolo, 40 - 30172 Mestre (VI) P.IVA/C.Fiscale 03174750777	
Association Phoenicians' Route	
Date and Place July, 3rd 2020 - Selinunte	(signature) Antonio Barone, Director
Association Iter Vitis, Route	
Date and Place July 3rd 2020	(signature) Emanuela Panke, President
Witnessed by	
CISP – Comitato Internazionale per lo Sviluppo dei Popoli, CROSSDEV Project Coordinator (signature)	Italian Ministry of Cultural heritage and Activities and Tourism CROSSDEV project partner

<p><i>Deborah Rezzoagli</i></p> <p>Deborah Rezzoagli, CROSSDEV Project Coordinator</p> <p>Date.....03.07.2020.....</p> <p>Place.....Rome.....</p>	<p>(signature)</p> <p><i>Alessandra Lucchese</i></p> <p>Alessandra Lucchese, MIBACT CROSSDEV project manager</p> <p>Date.....02/07/2020.....</p> <p>Place.....Rome.....</p>
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