

PPCC

# PUBLIC PRIVATE COOPERATION CONCEPT AND ANNEX

---

D.T3.4.1 PPCC

Version 2

D.T3.4.3. Annex

03.2020

---



## INDEX

✓ ACT.3.4 - Applic. of APE with regard the introduction of new ICH offer developed in the tourism offer - PPCC.....	1
✓ 2. Guide to PPCC .....	2
✓ 3. Annex D.T3.3.4.....	6

## 1. ACT.3.4 - Applic. of APE with regard the introduction of new ICH offer developed in the tourism offer - PPCC

AIM OF ACT.3.4 → Application of APE with regard the integration of ICH in the tourism offer will be done according to a common work plan foreseeing the definition of Public-private coop. concepts which will be discussed at local level and implemented.

Duration → 06.2019 - 03.2020

## 2. Guide to PPCC

### 2.1 Preface

This document is a tool to support the different parties when preparing a specific cooperation agreement, taking into consideration the different aspects of the development process of a Private Public Cooperation - CPP. To cover the various stages of the PPC planning process, a flexible model is proposed that can be adapted to a variety of contexts. It should be clear that this methodology can be used differently depending on the specific phase of the CPP process the Partner is currently in. Processes that have already begun could be based on previous decisions and might only involve specific phases / elements of the present methodology, those better suited to the specific needs.

### 2.2 Introduction

A Cooperation between administrations and local communities is an essential foundation for the preservation and use of intangible resources that promote the heritage roots of the territories.

To envisage a new territorial offer, communities of intent and communities of action must be constructed. The cultural dimension begins with the Culture of Hospitality, an element of social cohesion, which becomes a development factor for local economies and encourages a participatory mindset.

In this context, an Ecomuseum plays the role of Facilitator in participatory planning, enabling a connection between the local community and the territorial governing bodies.

#### ***Public Private Cooperation to renew the Culture of Hospitality.***

Today's guests are looking for a 'Genius Loci' or new "cultural landscapes" where they can meet real people and share experiences, actively participating in local activities, experiencing daily life in the host territory, digging into local traditions, habits and heritage.

The question is not just "where do I want to go?" but "what experience do I want to live?"

Tourists want something more than a nice experience; they want to know what the brand (territory? local community? product?) represents and what makes it unique.

**Keywords: Authenticity and Identity**

To make a Territorial Destination attractive and competitive, it is necessary to make a Commitment and take Responsibility for activating an Internal Communication Channel "between" Local Administrations, "between" Entrepreneurs, "between" Associations, "between" Citizens and "with" other Local Administrations, Entrepreneurs, Associations and Citizens. To promote a higher Common Good for all, which is the Quality of Life for all those who live and work in the area. This makes an area attractive and attracts.

This allows a Community to become the primary actor in a sustainable and socially responsible Hospitality, seen as a factor of cohesion and integration, which produces benefits for both the guest and the host that improve social and working relationships and the various economies in the territory.

**A methodology for developing a public-private cooperation model in three steps:**

**First step: Definition of Private Public Cooperation**

"A form of cooperation between public and private authorities, with the aim of financing, building and managing infrastructures or providing services of public interest. This form of cooperation with private parties allows the public administration to attract more investment resources and competences not available within and take on a proportional share of the risks linked to the projects. "

**Second step.**

**Define Purpose - Elements - Process - Results from a Private Public Cooperation project.**

Here is an example of a cooperation project aimed at promoting the historical, cultural, environmental and economic identity of an area

Table (example)

<b>Country</b>	Italy
<b>Project name</b>	Strada dei Vini e dei Sapori Wine and Dine Route
<b>Purpose</b>	To promote the historical, cultural, environmental, economic and social identity of the territory by raising awareness of food and wine production in the area.
<b>Elements</b>	Excellent food and wine production Network of tourism, cultural, food and wine organizations
<b>Process</b>	.Develop the itineraries and routes linking culture and tourism with wine and food production. Organize awareness and cultural events; participate in international fairs and exhibitions.
<b>Expected results</b>	Dissemination of knowledge and greater visibility of the excellent nature of the local food and wine products. Increase in the number of visitors to areas of production.

**Third step**

## Identify the formal level of the cooperation and the content of a Cooperation project

The following questions provide the guidelines for a public-private cooperation model.

### Form / Promoter

- Who first suggested the partnership? When? What were the original goals?
- What are the interests, roles and activities of the public body / administration?
- What are the interests, roles and activities of the commercial and private companies?
- Is the partnership between public and private subjects formal and organized?

### Content

- Is there an element of tourist attraction and what is the role of the hospitality sector?
- What are the characteristics of the landscape and / or local traditions that are worth protecting?
- Which promotional or communication tools and methods do the Partners intend to use? (e.g. organizing events, web pages, printed materials, etc.).

Table of model summary (specific example):

Country	Title	Who first suggested the partnership? When? What were the original goals?	What are the interests, roles and activities of the public body / administration?	What are the interests, roles and activities of the commercial and private companies?	Is the partnership between public and private subjects formal and organized?	Is there an element of tourist attraction and what is the role of the hospitality sector?	What are the characteristics of the landscape and / or local traditions that are worth protecting?	Which promotional or communication tools and methods do the Partners intend to use? (e.g. organizing events, web pages, printed materials, etc.).
Italy	<b>Strada dei Vini e dei Sapori</b> Wine and Dine Route	. Promoted at the national level, and regional in the form of a consortium to promote and enhance the rural areas.	All public institutions take part in the partnership as associates, or supporting members, only a few take part in the decision-making process.	The private company products will be promoted in partnership, where companies can be associates or supporting members.	The cooperation will be in the form of a consortium. Public entities and companies private are associates in partnership. The consortium Will be headed by board of Directors.	The Wine and Dine Route is focused on wine tasting events or culinary events including a cultural aspect related to the history and traditions of the local territory.	The rural cultural heritage, heirloom recipes, traditional festivals, and traditional craftsmanship .	. Create videos, photo shoots, brochures, social media marketing, crafts workshops.

### Characteristics of the model

#### - *The degree of formality for the public-private cooperation*

The Cooperation can take on different forms (consortium, contract, agreement, company, association). A contract is a legal form. If we define a partnership as an "agreement between two or more parties to cooperate in order to pursue their mutual interests", this implies a certain level of equality and freedom between the parties (non-obligatory nature). The role each partner has in the cooperation (i.e. full or supporting member) will influence their rights and decision-making powers (i.e. the right to vote).

#### - *The cycle of a public-private cooperation*



#### **Phase 1:**

**Launch the idea.** Being in a cooperation means engaging the participants from the very first phases to define the organizational structure. Managing and planning the communication strategies from the beginning is key to implementing a successful project idea. Effectively involving the community is an essential responsibility to be shared by all those involved.

This phase includes the analysis of the situation, development of methods and tools for project implementation, the needs assessments of the different participants, defining the general values of the CPP project. This phase also includes a risk management analysis.

#### **Phase 2:**

The **planning and decision phase includes defining the CPP**, creating a vision statement and possible scenarios, an agreement on the objectives, a definition of future functions, an analysis, evaluation and classification of alternatives, including the study and presentation of potential financing options, and finally, a decision to chose a scenario.

#### **Phase 3:**

The **implementation** phase includes a detailed plan of the functions that must be developed during the CPP processes, including identifying the target users and the actions that will be carried out to achieve the intended function. This phase should consider the details of the legal and ownership structure of the group, the logo (desired image), the marketing issues, the promotional activities and the organizational aspects, i.e. management and the personnel involved, and finally, financial plans.

#### **Phase 4:**

**Monitoring** covers the entire process indicated above, includes special monitoring plans for each phase of planning (for example, a monitoring plan for the planning, communications and participant involvement, measuring user satisfaction, participant satisfaction, etc.).

### 3. Annex

Template AGREEMENT/MEMORANDUM OF UNDERSTANDING





## ANNEX 1 - PPCC (D.T.3.4.1)

We propose a very simple form of Letter of Commitment, a sort of Agreement Memorandum of Understanding between ecomuseums, tourist operators, cultural associations, public bodies ecc. This is a template, to have to adapt it in your context and translate it.

**TEMPLATE LETTER OF COMMITMENT between (list ecomuseums, tourist operators, cultural associations, public bodies, others ....) finalized to promote and to include new offer of ICH immaterial cultural heritage in the touristic offer.**

### Terms of references

CULTURECOVERY project – Preservation and RECOVERY of intangible CULTURAL heritage of Central Europe through Ecomuseums, as driver of local growth – is financed in the context of Central Europe Program. It involves partners from 6 different countries of Central Europe (Austria, Croatia, Italy, Poland, Slovenia, Hungary) and it is focused on the role of Ecomuseums in the conservation and promotion of places and people's identity.

Project aims at improving Ecomuseums' managers' & operators' capacities, promoting proper strategies & action plans for the preservation & valorization of immaterial cultural heritage and new solutions for a wider qualitative & quantitative offer of the territories.

In this context partner **project xxxxx** intend to put in place actions finalized Joint definition of a PPCC Public Private cooperation concept involving tourism operators, ecomuseums, cultural associations, aimed at including the new offer on ICH within the tourism offer.

### Considering that:

**LOGOS OF BODIES /ENTITIES PARTECIPANTS.....**



- it is necessary to support the levels of collaboration or cooperation to promote ICH elements on a broad territorial level, as an integral part of the local tourist offer, specific to the territory and neighboring ones: ie cultural, eno-gastronomic, environmental excellence etc;
- it is appropriate to boost relations and institutional cooperations based on a single local destination / offer / tourism system, **will it depend on the cases, other?** , reinforcing and supporting integration of the different components that represent the territory;
- considering that the Act. 3.4 of CULTURECOVERY project foreseen the setting up of an APE with regard the introduction of new ICH offer developed in the tourism offer – PPCC Public Private Cooperation Concept

BETWEEN

- (1) Organisation's name/ address/ representative,
  - (2) Organisation's name/ address/ representative
  - (3) Organisation's name/ address/ representative,
  - (4) .....
- ...** (add other organization if needed)

ON SUBSCRIBE AS FOLLOWS:

**1. Object / Purpose**

This agreement governs the activities and fields of action in which the aforementioned subjects will activate collaborations in the field of tourism which are:

*(these are hypotheses, in addition to those indicated as MINIMUM, choose one, two or more and eliminate those that are not appropriate)*

- Distribution to its visitors of the informative materials and products about ecomuseums **(MINIMUM)**
- Mutual exchange and permanent updating of tourist information **(MINIMUM)**

**LOGOS OF BODIES /ENTITIES PARTECIPANTS.....**



- Possibility of a mutual exchange about promotional and informative materials about events, activity and services offer using web channel, social channel of subject involved (MINIMUM)
- Possibility of identifying, planning, organizing and managing joint promotion moments (eg eductour, press tour, workshops) on markets of common interest
- Design and implementation of common information materials, on and off line, related for example to transversal paths on the different territories
- Collaboration on the planning, organization and management of territorial marketing events
- Planning, organization and management of events of tourist importance
- Ticketing price policies able to increase number of visitors and able to allow visitors to visit more ecomuseums through joined facilities;
- Identification of promotional schemes able to increase the visibility and the attractiveness of the ecomuseums of the network to younger generations

The above mentioned representatives will meet at least 1 time per year in order to define actions and jointly activities in a Steering Committee Meeting. . The cooperative meetings will be leaded by the representative of ecomuseums.

## **Article 2 – Operatives aspects**

The parts involved commit itself in the distribution to its visitors of the informative materials and products regarding the subjects involving in the PPCC and also in (connected with the article 1. )

.....

Ecomuseum xxxx also commits itself in leading the meetings of the representatives of the network according to the periodicity mentioned above.

The Eco Museum commits itself in informing the other bodies of the network about opportunities coming from EU, national, regional initiatives that could be interesting for the development of the network.

**LOGOS OF BODIES /ENTITIES PARTECIPANTS.....**



### Article 3 – Responsibilities and disputes

None of the parties will be held responsible for breaches of the obligations set forth in this agreement due to force majeure or delays caused by the need to carry out further investigations decided by the SC meeting - see art. 2.

For any dispute regarding the application and / or interpretation of this agreement, the parties agree to entrust the amicable resolution of the dispute to the SC meeting referred to in art. 2.

### Article 5 – Duration

The present agreement begins on the date of its signature for a period of ..... at the end of which it will be automatically renewed for a similar period, unless otherwise agreed between the signatory organizations

Date and location \_\_\_\_\_

Signature

(1) Legal representative of Organisation's name  
Name and surname \_\_\_\_\_

(2) Legal representative of Organisation's name  
Name and surname \_\_\_\_\_

...) (add other organization if needed)

**LOGOS OF BODIES /ENTITIES PARTECIPANTS.....**