
MEMORANDUM OF UNDERSTANDING BETWEEN THE SIGNING PARTIES ON COOPERATION WITHIN THE FRAMEWORK OF THE S.T.A.R.T. PROJECT

Sviluppo Europa Marche S.r.l. and Moretti Comunicazione S.r.l.

(hereinafter referred to as “the Parties”) based on the aspiration of furthering practical cooperation among the network of partner involved in the implementation of the **S.T.A.R.T. - SUSTAINABLE AND TECHNOLOGICAL APPROACH TO RETHINK TOURISM** project: initiative funded by the European Commission under the Erasmus Plus programme (Project Code: 2022-1-IT01-KA220-VET-000088750).

- Recognizing the importance and benefits of improving the strategic integration of environmentally friendly technologies into the core operations and practices of small and medium enterprises (SMEs), with particular reference to those working in the tourism sector within the European Union.
- Recalling the guidelines included in the “EU Pact for Skills” issued by the European Commission under the European skills agenda: with the goal of fostering the green and digital transitions ecosystems in EU.
- Conscious of the framework promoted by the European Commission for the strategic cooperation between key stakeholders (e.g. businesses, trade unions, research, education and training institutions, public authorities) in the tourism sector, as defined into the “Blueprint for sectoral cooperation on skills” document.

Have reached the following understanding:

Paragraph I – Areas of cooperation

1. The cooperation among Parties will be mainly focused on the dissemination and exploitation of the outputs resulting from the S.T.A.R.T. project: with particular reference to the online training programme for the acquisition of green and digital skills by tourist operators, through the rethinking of their respective companies in a circular way, through the use of new digital technologies.

2. The Parties will explore further synergies and collaborations with existing bilateral and multilateral cooperation mechanisms and regional cooperation platforms, with particular reference to stakeholders active in the tourism sector, with the ultimate goal of enlarging the network of actors supporting the S.T.A.R.T. goals and objectives and fostering the sustainability of the project outputs.

Paragraph II - Modes of Cooperation

Modes of cooperation may include - but are not limited to:

- I. The collection, evaluation and exchange of results and feedbacks related to the S.T.A.R.T. training course. The Parties will expand information-sharing and exchanges among the project partner organizations and between those and the tourism operators: final beneficiaries of the project outputs. The exchanges will be fostered through the use of existing communication channels developed under the S.T.A.R.T. project and will explore the possible use of further bilateral and multilateral on-line or offline communication and dissemination means and channels.
- II. The Parties will support the further development and exploitation of the project proposed approach and final outputs: promoting the awareness of stakeholders active in different economic areas, about the project objectives and activities and fostering the usability and outreach of the project outputs.

Paragraph III - Effect and duration of the Memorandum of Understanding

This Memorandum of Understanding takes effect on the date of signature and will remain valid for a period of three years, unless terminated by either Party by giving the other Party a written notice at least three months in advance.

Paragraph IV - Applicable Law

This Memorandum of Understanding does not constitute an international agreement which may lead to rights and obligations under international law. No provision of this Memorandum is to be understood and performed as a legal or financial obligation or commitment of the Parties.

This Memorandum of Understanding will be interpreted in accordance with the legislations of the Parties and as well as applicable international law and with

the obligations arising from its membership of the European Union.

The Parties will settle amicably differences in the interpretation of this Memorandum of Understanding through direct consultations.

Signed in Ancona in two equally authentic original copies.

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| <p>Signed by: Andrea Santori</p> <p>In representation of: Sviluppo Europa Marche Srl</p> <p>Signature</p> | <p>Signed by: Giorgio Moretti</p> <p>In representation of: Moretti Comunicazione S.r.l.</p> <p>Signature </p> |
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