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WONDER



1090 WONDER
Child-friendly destinations

D.C.1.2

LOCAL COMMUNICATION PLAN

Municipality of Fano



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1. INTRODUCTION

The purpose of this document is to present a Local Communication Plan (LCP) for WONDER project and to ensure its proper implementation in order to maximize impact on different target groups, raise awareness of project's goals and actions.

This LCP clearly describes all the activities that have to be carried out by the Municipality of Fano (FANO) utilizing also the contribution of other project partners, such as instructions and tools that will be given during the project.

The LCP also describes methodologies and tools which will be used in order to increase project's impact and visibility, as communication will play a vital role in WONDER. It will identify key target groups and define main messages that will be transmitted.

2. BACKGROUND

WONDER project is implemented through Interreg ADRION Programme, a transnational program financed by the European Union. Its overall role is to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region thanks to a child-friendly approach, aimed at improving the liveability of cities and the touristic offer (governance, environment and services) through the development of new and innovative participatory methods.

WONDER project has 10 partners and 3 associated partners that will contribute to the project. It involves 6 municipalities: 2 from Italy (Fano and Cervia), 1 from Slovenia (Velenje), 2 from Greece (West Achaia and Preveza) and 1 from Croatia (Novigrad), 1 Croatian Development Agency (Dubrovnik) and 1 Slovenian Development Centre (Novo Mesto), 1 Tourism Organization from Montenegro (Herceg Novi) and 1 NGO dealing with children issues (Observatory for Children and Youth rights - Albania). Associated partners are The Albanian Investment Development Agency, 1 civil society organization dealing with healthy urban living (Split-Croatia) and 1 Chamber of Commerce (Achaia - Greece).



Project partners overview

Partner No.	Partner ID	Partner name	Abbreviation	Total ERDF/IPAII budget	Total budget	Country	Legal Status
1	11813	Municipality of Fano	Fano	217 278.70	255 622.00	ITALIA	public
2	11814	Municipality of Velenje	MOV	149 882.88	176 332.80	SLOVENIJA	public
3	11815	Tourism Organisation of Herceg Novi	TOHN	96 808.20	113 892.00	LPHΑ ΓΟΡΑ (CRNA GORA)	public
4	11816	Municipality of West Achaia	MWA	148 690.92	174 930.50	ΕΛΛΑΔΑ (ELLADA)	public
5	11817	Observatory for Children and Youth Rights	Observatory	96 649.25	113 705.00	ALBANIA	private
6	11818	City of Novigrad - Cittanova	Novigrad	131 180.67	154 330.20	HRVATSKA	public
7	11819	DEVELOPMENT CENTRE NOVO MESTO, Counseling and Development, Ltd.	DC NM	155 035.92	182 395.20	SLOVENIJA	public
8	11820	Municipality of Cervia	Cervia	164 502.20	193 532.00	ITALIA	public
9	11821	City of Dubrovnik development agency	DURA	162 751.45	191 472.30	HRVATSKA	public
10	11822	Municipality of Preveza	Preveza	119 669.80	140 788.00	ΕΛΛΑΔΑ (ELLADA)	public

Associated partners overview

Partner No.	Partner ID	Partner name	Associated to Partner ID	Country
11	11823	Healthy city	11821	HRVATSKA
12	11824	Albanian Investment Development Agency	11813	ALBANIA
13	11825	Chamber of Achaia	11816	ΕΛΛΑΔΑ (ELLADA)

The partnership was built on similar detected needs and potentials identified through questionnaires distributed to project partners during project preparation.

The partnership is composed of different profiles from different destinations (cities) where the development of an innovative participatory model requires involvement of stakeholders, children, private sector, media where building an integrated partnership is fundamental. Project contributes not only to public administration but also to institutions in the field of development, private sector, civil society.

The project has foreseen an integrated top-down/bottom-up approach so that the tourism sector will need to work together with local authorities, civil society and business sector to integrate new participatory methods and new services taking into consideration sustainable tourism development.

Project WONDER will enhance economic, social and territorial cohesion and the living conditions in ADRION region.

2.1. WONDER objectives

The main overall objective of WONDER is to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region thanks to child-friendly approach, aimed at improving the livability of cities and the touristic offer (governance, environment and service) through the development of new participatory methods.



This means that tourism sector needs to work jointly with local authorities, civil society and business sector to integrate new services for children. At the same time, the attention must be paid to protection and enhancement of natural resources and cultural heritage within the framework of sustainable tourism development. A child-friendly destination needs to be safe, healthy, inclusive and not polluted and at the same time it needs to require the sustainable valorization and preservation of natural and cultural heritage while at the same time contributes to the competitiveness and attractiveness of the ADRION destinations involved.

Specific project objectives include:

- 1) Definition of new solutions and approaches for improving the child-friendliness of the touristic destinations in the ADRION area
- 2) Establishment of a Transnational Network of Child-Friendly Tourism Destinations

These objectives will raise awareness on children's needs and rights and it will increase knowledge through the organization of local events for stakeholders, public bodies and citizens on the benefits child friendly cities can bring. Also, one of the objectives is to change behavior of policy makers, local authorities and the private sector for increasing investments and policies in this sector by sharing project results, enlarging the network in the ADRION region and disseminating the new WONDER brand.

2.2. Brief analysis on local tourism - Municipality of Fano

Fano is a mid-sized town located in Central Italy, the third most populated city of the Marche Region. Tourism - especially seaside tourism in the peak summer season - is one of the main economic sectors of the Municipality, but a large part of the local potential in terms of attractiveness is currently unexploited due to some intertwined factors.

Seaside tourism is the main declination in Fano and attracts a loyal but stationary family tourism, with modest spending potential. In this framework, tourism flows are strongly linked to the summer season: according to data from Marche Region, over 80% of tourist presences are concentrated in the months of June, July and August. Between 2017 and 2020 (for this last obviously a negative impact is raised by the COvid 19 pandemia, both arrivals and presences declined:

2017: 120.020 arrivals and 630.813 presences

2018: 109.334 arrivals and 524.882 presences

2019: 112.154 arrivals and 584.856 presences

2020: 79.834 arrivals and 414.658 presences



In fact, in the decade 2000-2010, the City of Fano has seen an increase in the active population and businesses related to trade and tourism such as restaurants, food production and sales, but the tourism trend has slowed down due to fewer job opportunities in the area and the aging of the resident population.

With regard to tourism, despite a considerable hotel accommodation offer with 12,400 beds, there are no adequate services to satisfy a total population that can reach 85,700 units in high season and, above all, accommodation facilities offer lower quality standards compared to other coastal destinations in the surroundings.

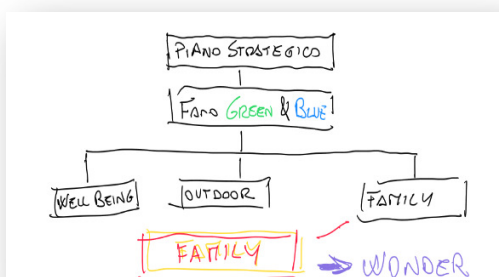
In response to this, in recent years a complementary receptive network has been developing in Fano, better responding to the current needs of tourists.

The conclusion derived from this data is that integrated, cross-cutting initiatives are necessary to better highlight the potential of the area, perhaps aimed at foreign markets, and that it is opportune to rethink the hotel offer, trying to understand its structural limits and what transformations are useful to update the receptive proposal.

2.3. Main products and services for tourism and child-friendliness

Over the past years, a connection between the promotion of local tourism in Fano and the implementation of child-friendly initiatives and services in the city area has become more and more evident. The progressive transition of Fano towards a child-friendly city can indeed be a remarkable asset in attracting family tourism and relaunching tourism flows, all while acting as a driver of wellbeing, social justice and economic growth for the surroundings and for the entire region.

This fact has been strongly remarked by a recent analysis and study promoted by the Tourism Department of the City of Fano in collaboration with one of the most famous and skilled destination manager at international level Mr. Josep Ejarque of the ftourism (www.ftourism.it). The analysis has been developed for developing a new approach to the tourism market to be implemented as a strategy in the next years. A Tourism Strategic Plan 2020-2024 has been created thanks to this analysis; the main topics that have emerged are:





- a new and more conscious “Green and Blue” approach to the tourist promotion for the City of Fano has been based as the main topic;
- three main tourist sectors that needs to be boosted: well-being, outdoor, children/family;
- the first and main tourist sector to work on in Fano in view of creating a real “product club” is “Fano child friendly destination” (inappropriately and for mere convenience called in the above slides as “Family”).

For its part, Fano has been very active in the field of childhood and youth since 1989, initially focusing on expanding youngsters’ opportunities in the labour market and towards strategic sectors like knowledge and information.

In 1991, Fano joined the network “Città Sostenibili delle Bambine e dei Bambini (Sustainable Cities For Girls and Boys”, CSDBB), promoted by the Italian National Research Council following the Italian National Ratification of the Convention on the Rights of the Child. This initiative was aimed at gathering cities and towns with a shared new approach in developing their territories under multiple perspectives, from urban planning to social services and tourism. The initiative promotes new actions, opportunities and structures for children revolving around tourism and beyond, encouraging a new culture of government and city planning based on the idea that a city suitable for children is much more welcoming for everyone. In the wake of CSDBB, a variety of initiatives and projects have been designed to meet local children’s needs as well as those of visiting families. To date, the most remarkable actions in the field of children’s representation and local child-friendly tourism deal with:

- The preservation of a safe environment for seasonal tourism through the yearly acknowledgment of the “Green Flag” award, aimed to signal the most appropriate and equipped beaches for children’s needs that meet specific criteria such as clear and shallow water, lifeguards, games and areas for breastfeeding and changing diapers, but also ice cream parlors and premises for children;
- Actions oriented to developing city areas around children’s needs like the pilot initiative “A child-friendly neighborhood”, which was designed to concretely implement the founding principles of the City of Children, rethinking the town by taking the child as a reference actor with a specific perspective;
- Restaurant facilities responding to child-friendly criteria: the network “Pappappero” started to assign a child-friendly quality label to those restaurants that guarantee specific services according to common guidelines and criteria (menu based on children’s preferences, kind staff, dedicated space for children’s leisure according to the surface of the facility, adoption of the Fano kit on CSDBB provided by the Municipality);



- Valorizing big yearly events (like the local Carnival, Passaggi festival, Brodetto fest, Fano Jazz, etc.) with specific initiatives targeted to children, in order to increase children's participation in daily city life in domains other than summer tourism and local schools;
- Gathering useful resources on children facilities in the city making them available to the general public to maximize their use and diffusion; this goal is pursued through the creation of dedicated portal like <https://cittadeibambini.comune.fano.pu.it/> the first thematic portal dedicated to childhood in Fano containing the most significant news regarding the life of children from 0 to 14 years old, the most interesting activities for leisure, events dedicated to children, workshops, courses, shows, art, entertainment but also institutional activities and spaces dedicated to the children with particular regards to the Fano Council of Children;
- In fact, in order to give direct representation to children's demands through dedicated bodies: the main example is the local Children's Council, established back in 1997 as one of the richest and most significant forms of child participation. It is an advisory body that provides a different point of view to the adult administrator to contribute to better city government;

2.4. Future goals, challenges and opportunities

All child-friendly initiatives enumerated above, are just some examples of the many initiatives promoted by Fano "Città delle bambine e dei bambini" during the years, whose views have been adopted by Fano Municipality as a full-fledged policy orientation bringing about progress also in fields like cultural promotion, environmental and social sustainability.

As highlighted in the strategic plan "OrizzonteFano 2030", and lastly in the Fano Tourism Strategic Plan 2020-2024, local tourism should be promoted and enhanced according with the core identity elements that distinguish Fano as a city, including its surroundings and territorial features.

In the broader general framework of a "Green and Blues" approach, the promotion of tourism in Fano should therefore be declined in the following areas and related possible actions aimed at improving the quality of different possible tourist services and products:

- a) Well being: i.e. enhancement of the multidimensional character of the sea and beaches, which are not only an asset for tourism or a natural reservoir that offers riches, but a "living memory" of the city and a way of be part of city's soul;



b) Outdoor: i.e. urban redevelopment and regeneration aimed to valorize the public spaces and the sustainable mobility, by integrating the instances of public and private stakeholders to draw innovative paths and connections between the different stakeholders of the city and the targets to which they refer, so as to generate new integrated sustainable economies arising from the intersection of tourism, environment, nature and culture;

c) Child-friendliness: i.e. combine tourism and child-friendly services in order to let the city thrive, making openness and inclusiveness two core elements of identity considering not only the urban boundaries but also the inland cities and towns promoting a real network of child-friendly cities at regional level.

3. LOCAL COMMUNICATION STRATEGY

Local communication strategy will plan to achieve communication objectives in terms of both internal and external communications. It will define communication methodologies, target groups, strategic tools and practical actions that will be implemented.

This Local Communication Plan (LCP) aims to raise awareness on all target groups of the WONDER project within the destination following the aims of the Transnational Communication Plan (TCP).

The strategy will use different communication methods to convey messages and have a wider reach. It will also differ in communication style given the media used ranging from specialized reporting and announcements through press releases and press conference, actions through transnational, regional and local dissemination events or easy communication via social media, understandable to a wide audience.

3.1. Communication objectives

Communication objectives of this LCP are the same as of the TCP and serve as a guide for the Coordinator FANO for its contribution to a successful communication and integration of the project's goals within the specific destination.

Specific communication objectives will be to:

- Raise awareness on children's needs and rights, both as children and citizens.
- Increase knowledge on the benefits that child friendly cities can bring both in terms of livable cities and in terms of tourism destinations for children.



- Change behavior of policy makers, local authorities and the private sector for increasing investments and policies in this sector by sharing project results, enlarging the ADRION region and disseminating the new WONDER brand.
- Take actions and include target audiences.
- Measure and communicate results.

3.2. Main messages

Key message to be communicated:

- WONDER will contribute to increasing attractiveness and competitiveness of destinations thanks to child-friendly approach
- Actions and strategies of WONDER will help destinations to become more child-friendly in terms of safety, health, inclusion, pollution and preservation of heritage
- WONDER will result in creation of Transnational Network of Child friendly destinations with long term benefits
- WONDER will enhance economic, social and territorial cohesion and living conditions in ADRION region

Other messages to be communicated:

- Creation of new tourist offers addressed to children and families through innovative participatory methods
- Actions of WONDER will include protection of natural resources and cultural heritage

3.3. Target audience

TCP targets six main groups, so in the LCP we will have the same target groups:

- General Public
- Tourism sector (private and public)
- Public Sector (Local and regional public authorities)
- Specialized civil society organizations and NGOs
- Educational institutions
- Media

General Public:

- Locals (residents)



- Visitors (tourists)

Tourism Sector:

- Private stakeholders that create products and services within the destination and which could be divided in two different groups:
 - Economic operators: such as tourist agencies, destination management companies, hotels, B&B, businesses in sectors of accommodation, restaurants, seaside bathing operators, etc.);
 - No profit operators: such as cultural associations, sport associations, theatres, etc.
- Public sector - local authorities responsible for the creation and implementation of local tourism policy and tourism marketing strategies.

Public Sector

- Local public authority in general as it can provide data, identify alternative solutions in space and make them possible through the policy/law/general urban plan changes, implementation of strategic documents, scenarios and pilot actions.
In particular this LCP include:
 - other municipalities close to the Municipality of Fano especially those which are located along the Metauro Valley (that already represents a touristic attraction).
 - The Marche Region Authority that is the public body in charge for the Marche Region touristic promotion and that is in charge for implementing and enhancing the Regional network of "The Sustainable child friendly cities". Moreover the Marche Region Authority is also coordinating with Fano the Regional "Observatory for the quality of life of children and adolescents" and that also hosts an important authority named "Garante Regionale per l'Infanzia e l'Adolescenza" ("Guarantor for the protection of childhood and adolescence").
 - Particular consideration and attention will be given to the City of Urbino for the important role this town has from an historical, cultural point of view as it has been recognized as a UNESCO World Heritage Site.

Specialized civil society organizations and NGO's

- Through their scope of activity, they will inform and educate their members about the project objectives and results. Particular attention will be given to the cross-cultural issues and to those private organizations engaged in the field of culture, music and arts promotion.



Educational institutions

- Educational institutions will be provided with all necessary info on project and will have direct impact on the general public by providing project info and results. It will be particularly achievable and feasible because of the city of Fano directly manage the public kidgardens, primary schools and coordinate public secondary schools (middle schools).

Media

- Media will be used as a key factor to disseminate information to general public. Press conference, press releases and specialized media/publications will be used to reach specific target groups with purchase of advertising space.
- There are no specialized media for children in Fano, but through local printed media and web portals we can educate and inform about Wonder project. Local media and general magazines (i.e. Fano Informa, Viverefano). Moreover information and news about the project will be reported to the citizens through the local TV (FANO TV).

4. COMMUNICATION TOOLS

WONDER will use different communication tools in order to reach a wider audience and in order to communicate specific messages to different target groups.

The Municipality of Fano will pay attention to use correctly, in all the communication tools and dissemination activities, the visual identity of the project (the institutional one provided by the ADRION Programme) and the personalized one created during the project implementation, accordingly with the Project Brand and Visibility Guidelines provided by the Managing Authority.

Moreover all the already existing brands and visual identity that the Municipality of Fano is still using for different activities implemented at local level linked to the Fano “Città delle bambine e dei bambini” and in particular the following logo:



will be used in a coordinated way just only in those occasions when/where some local initiatives/events will be coordinated with the WONDER project activities.

Local communication plan will communicate its objectives through the following tools:

4.1. Press conferences

Press conferences will be used to ensure proper visibility of the project, its actions and results. There will be 1 press conference in each project partner area - partners should agree on timings and topics for press conferences and if needed, participate or occur as speakers. There will be 10 press conferences in total.

FANO has organized one press conference for the launch of the project on February 2020 in parallel with the kick-off meeting. At general level, all partners are in charge of organizing 1 press conference for the promotion of the project in the local, regional or national context. Even partners coming from the same country will have to organize different press conferences as there are going to cover different areas of the country. Partners who will organize and be the hosts of the transnational meeting or working group will organize a press conference at that occasion so that international partners can also take part in it.

4.2. Social media

Social media campaigning will help us reach an online community with a wide audience of the general public as well as targeted groups of specific interests. Upon creation of social media profiles on Facebook, Instagram and Twitter, all partners will be added as administrators and all partners will make an effort to reach as many users as possible.

The social media campaign will have **#kidsonvacation** and **#WONDERdestination** hashtags on Facebook, Instagram and Twitter. These platforms will be used to post stories of their both good and bad experiences and issues they faced on holiday with kids, pictures of their holiday etc. This will be used as the direct collection of inputs from the civil society and it will be one of the first steps in promotion of the project. This data will be analyzed by partners communication managers in order to improve the services of the WONDER tourist destination.

4.3. Website

The main purpose of the website created on ADRION web platform is to provide easy access to information for the general public. The website will promote the project and its goals, contributing to better overall visibility. It will also promote results achieved in certain regions during the duration of the project, which will be information that every project partner (as well as the LP) should provide.

The Municipality of Fano as Lead Partner will be in charge, in collaboration with all the project partners, to create the official WONDER brand and visual identity to be used for the promotion of the WONDER Action Plan and of the WONDER Transnational Child Friendly



Destination Network. Based on this personalized visual identity and also accordingly with the ADRION Programme official basic visual identity that has been already provided by the Managing Authority during the startup phase of the project, a WONDER cities website will be created by the project partner “City of Dubrovnik development agency” and will be launched at the end of the project: it will be different from the project website provided by the Programme within the official Programme institutional website, but linked with it: <https://wonder.adrioninterreg.eu/>).

The WONDER cities website will provide descriptions of the cities involved in the network and their local agendas in order to highlight the characteristics that make them child friendly destinations. It will also contain specific sections dedicated to events and attractions for children. One section will be also dedicated to families and children’s opinions - some experiences and testimonials about their holidays in WONDER city and also these families and children would, if they want, provide with some suggestions how to improve the destination or experience in the destination.

The website will be designed as a “Software Smart City Platform” and WONDER platform will guarantee constant interconnections with the contents of the QNeST and TRANSFER project website/platform (that are other ADRION co-funded projects with synergies with WONDER) as well as other projects at national and international level targeted on child friendliness.

Also, each partner should put basic project information on their respective websites.

4.4. Flyer

Flyers will be used for the promotional purposes to be distributed during local events, posted around the city and delivered to cities’ info points. These communication materials will be based on the pre-prepared products and requirements already provided by the Programme and it will be based on the visual identity of WONDER Network as defined in the WONDER toolkit. The overall amount to be printed is 5.000 flyers, which means that each partner will have to print and use 500 pieces.

4.5. Video

The WONDER project foresees two different videos:

- A project promotional video related to the project activities implemented during the project lifetime
Quantity: 1 (per project)
- A WONDER promotional video that differently from the previous one will contain children’s interviews about their ideal holidays and also the images and videos of the cities that are WONDER destinations. This video will be used for the promotion



of the WONDER Transnational Network of Child Friendly Destinations and for the WONDER brand; to this aim it will be subtitled in all partners' languages. It will be displayed at the final international event in Cervia and of course, it will be displayed on social media and the project website.

Quantity: 1 (per partner)

4.6. Banner

One banner will be created by FANO to be used as the online promotional tool on different web sites and online channels. It will be part of the partners' websites and also on the websites for the promotions of the tourist destinations within WONDER project. This banner will be based on the pre-prepared products and requirements from the ADRION programme.

4.7. Specialized magazines

The Municipality of Fano as LP will identify magazines, newspapers and different journals that promote tourist destinations and children attractions or any kind of press media on topics coherent with the project and with a target of readers who might be interested in project activities.

After the identification of the specific media, FANO will buy advertising space and communicate/promote the project's pilot actions on local level and/or the WONDER brand and network.

Quantity: 2 advertisements (per partner)

5. ACTIVITIES

5.1. Events

In addition to communication tools described above, the project will be promoted through events that will target specialized public, interest groups and media through local promotional events.

Every partner will organize events for promotion of project activities. In particular, one event will be organized for the promotion of local WONDER Agenda, with the direct involvement of children through schools that will be invited.

Additional promotional event on local level, in order to promote Pilot actions and their results, will mainly involve local authorities, policy makers, entrepreneurs, interest groups and others.

Quantity: 2 local events (per partner)

5.2. Participation to clustering events

Beside the events that will be organized by partners, representatives from the Municipality of Fano will also participate to other local and/or national initiatives targeted on the specific topics of project interest: tourism or children fairs, festivals, workshops, presentations etc.

This will be the occasion for networking and possibly in the future for clustering with other stakeholders and initiatives. FANO, like all other partners, will participate in at least 1 clustering event or initiative. Upon completion of attendance of the event or initiative, FANO will submit a report describing how they were involved, what were the activities done (presentation, networking, etc.) and what were the target groups reached in the mentioned occasion.

As for the main clustering opportunities identified within FANO's network, the Municipality of Fano as Lead Partner will actively involve the staff in charge for CSDBB initiatives at Italian level so as to establish synergies with other projects and actions for children that are being developed in Italy. At international level, the Municipality has identified a valuable cooperation opportunity in the QNeST project, co-funded in the 1st ADRION Call for proposals and aimed at valorizing the historical-architectural and environmental heritage, the traditions and cultures of different areas of the Adriatic-Ionian Region, and in the project TRANSFER (ADRION1071) for the valorization of archaeological heritage in the Adriatic-Ionian area.

In fact, the Municipality of Fano was already involved in QNeST as one of the main stakeholders during its testing phase, the Pilot QNeST Routes foreseeing also a child-friendly tourist package; good levels of cooperation are thus already set for the identification of cross-cutting initiatives in the clustering phase of WONDER as well.

Cooperation with the Coordinator of the TRANSFER project has also been established to let them follow all WONDER milestones closely to facilitate future synergies between the two projects.

Finally as clustering events Fano will be also consider the initiatives promoted by the Adriatic and Ionian Fora of Chambers of Commerce, Universities and Cities and their members. In fact the Mayor of Fano is currently and until the end of 2023 the Vice-President of the Forum of the Adriatic and Ionian Cities and Towns. This network, in cooperation with Adriatic and Ionian Initiative - Chairmanship, could be asked to participate to some initiatives within the framework of the V EUSAIR Forum (during 2021 and 2022).