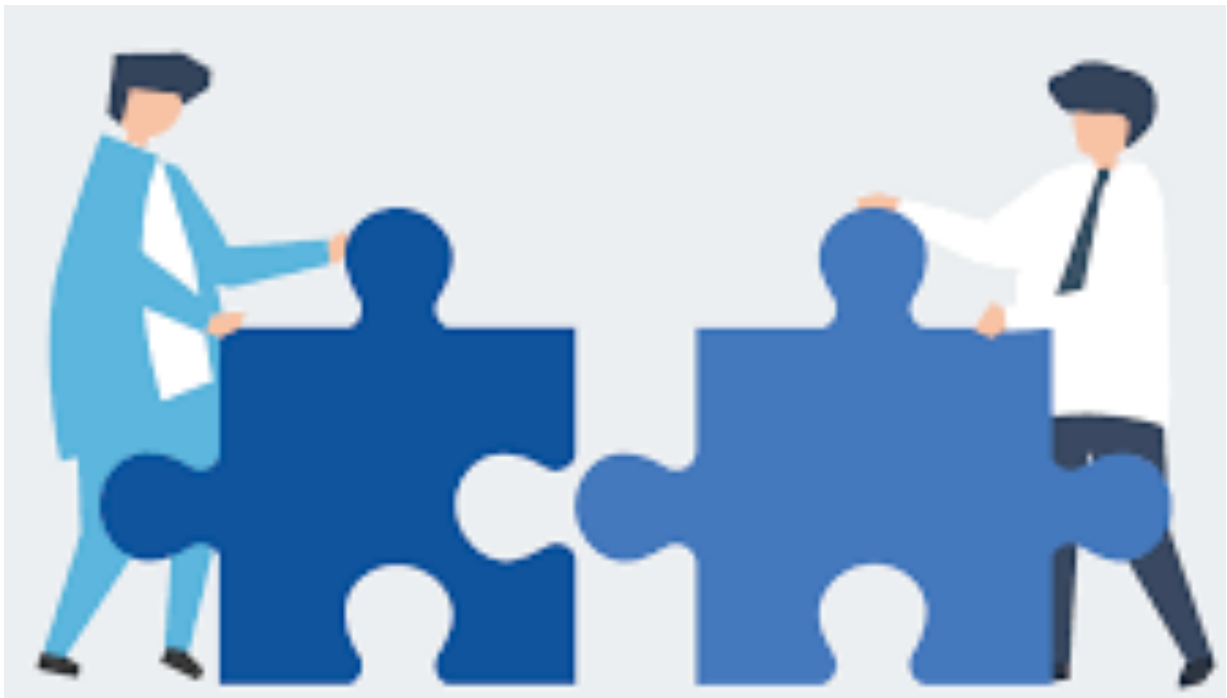


AFFILIATE COMMERCIAL AGREEMENT
for the
Landscape Lover Card PROMOTION



SUMMARY

Project number:	1108
Project acronym	ADRILINK
Project Title	Adriatic Landscape Interpretation Network
Start of the project	01/02/2020
Duration	31/01/2023

Related activity:	T.3.3
Deliverable name:	Dt3.3.2 - Affiliate Format
Type of deliverable	Digitally/Paper
Language	English
Work Package Title	Implementation of the ICT Infrastructure to support LICs Networks
Work Package number	WPT3
Work Package Leader	Municipality of Jesi + ALL PPS

Status	Draft
Author (s)	LP + PPs
Version	1.0
Due date of deliverable	31/01/2023
Delivery date	31/01/2023

1- BACKGROUND

The ADRILINK Project aims to promote Landscape Tourism in Adriatic Ionian Region through the creation of a Network of Landscape Interpretation Centres, conceived as nodal points of selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions. The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorization of natural and cultural landscapes as common assets that can be visited throughout the year.

By promoting activities for valorising European natural and cultural heritage as key layer of human well-being, the ADRILINK project contributes to strengthen the Adriatic-Ionian Region Identity as unique touristic destination. It is conceived as a "Community-Based Project" where the community is the key actor in "thinking/rethinking" its own landscape, using different interpretative keys as history and arts, culture, crafts, paths and traditions, typicality in order to rebuild its own past, understand the present and plan the future as well.

To achieve this objective, the project will:

- Define new territorial reorganization strategies that promote a quality cultural and tourist offer, supporting at the same time the preservation of cultural and natural landscapes
- Support the increase of competitiveness of the economic system, including tourism, encouraging the creation of new businesses, innovation and supporting the internationalization of existing companies
- Support the modernization of the natural and cultural heritage sector, raising awareness and engaging new audiences also through the digitalization and the realization of open networks

In the Framework of the ADRILINK Project three important initiative have been launched and implemented:

- a. Protocollo di cooperazione sancisce la nascita e la formalizzazione dell ADRILINK Network. Il protocollo è stato firmato nell'Ottobre del 2022 da tutti i partner di Progetto e da stakeholder coinvolti nel processi di interpretazione del paesaggio. The objective of this document is to ensure the continuity of the transnational and multi- stakeholder dynamic of cooperation initiated by the ADRILINK project, financed by the European Program Interreg Adrion. Signatories must adhere to its overall philosophy and commit to its provisions to amplify its impact at all levels. Adrilink Network will cooperate to implement a common ICT Infrastructure to

support the LICS Network over the end of the project. The ICT infrastructure consist on: (i) A web-GIS/Digital Platform ; (ii) Landscape Route App for augmented reality; (iii) Interactive corners and Digital and virtual technologies for equipping each LIC.

- b. Launching of the Dgt platform www.adriaticlandscapes.com
The Dgt Platform and the App implementation will be important common tools for other cities interested to link the landscape network. The results, data and information included in the platform will provide other organizations/regions/cities/communities with a very advanced tool for managing their local resources and implemented their LIC to be connected to the network.
- c. The implementation of **10 Landscape Interpretation Centres** located in each partner country. The Centres constitute the fundamental network node. Through the use of digital technologies, virtual reality and information panels, the ten Interpretation Centres allow users to get to know the landscape related to the surrounding area, providing information on points of interest and thematic itineraries. Each LICs will offer : (i) *Interactive Corners*, thanks to which you can access the main info relating to the CIPs and the platform; (ii) *Virtual itineraries through multimedia didactic panels*; (iii) *3D technology will allow the visitor a complete sensory immersion in the most fascinating areas of the four thematic itineraries.*

In order to promote the adriaticlandscapes.com network and the various interpretation centres, 5,000 LLCs (500 for each LIC) were made.

Picture Example



La Landscape Lover Card costituisce uno strumento finalizzato a potenziare il turismo sostenibile in ambito adriatico legato al paesaggio. Finally The “Landscape Lovers Card” will enable users to free access to the LICs in the network as well as at a vastly reduced cost. Sarà distribuita in tutti i Centri di Interpretazione del Paesaggio associati alla rete adriaticlandscapes.com. L’obiettivo primario sarà sostenere la crescita della comunità transazionale di turisti che amano il paesaggio e sono alla ricerca di un’offerta turistica sostenibile, innovativa, rispettoso della natura e del patrimonio culturale. La card consentirà di muoversi all’interno del circuito di CIP convenzionati. Infatti un utente che attiverà la card avrà accesso ad una serie di servizi convenzionati in rete che ogni CIP attiverà sul proprio territorio tra cui anche lo sconto o il free access ai vari CIP. Seppure la Card avrà una valenza transazionale, le politiche commerciali relative ai servizi annessi e connessi alla Card saranno gestite da ciascun CIP in totale autonomia.

The Landscape Lovers Card is a tool aimed at enhancing sustainable landscape-related tourism in the Adriatic region. Finally, the “Landscape Lovers Card” will enable users to access the LICs in the network free of charge or at a vastly reduced cost.

The card will be distributed in all the Landscape Interpretation Centres members of the adriaticlandscapes.com network. The main objective will be to support the growth of the transnational community of tourists who love the landscape and are looking for a sustainable, innovative tourist offer that respects nature and cultural heritage. The card will make it possible for tourists to move within the circuit of affiliated LICs. In fact, every user who activates the card will have access to a series of linked affiliated services duly activated by each LIC in its own area, including discounted or free access to the various LICs. Although the Card will have a transnational value, the commercial policies concerning the services connected to the Card will be managed autonomously by each LIC.

2- TARGET

Gli attori coinvolti da questo programma di affiliazione sono gli tutti gli esercenti, Associazioni culturali, Amministrazioni Comunali che vorranno aderire al progetto e che vorranno concedere sconti o agevolazioni su servizi pubblici e turistici da agganciare alla LLC. The actors involved in this affiliation programme are all tradespeople, cultural associations, and municipalities that would like to join the project and grant discounts or reductions on public and tourist services to be linked to the LLC.

3- CARD DISTRIBUTION

The LLC will be printed on hard support and initially distributed to approximately **5.000 users/tourists**. Each partner of the network will received 500 LLCs as an initial launch. Subsequently, each LIC can decide if needed, to print further cards autonomously.

Basically, after the pilot phase, the LLCs can be distributed in four different ways:

1. via affiliated operators, who will be provided with a number of Cards at a discounted price;
2. via the adriaticlandscapes.com website (it will be possible to book the card online and collect it directly at the LIC, once you arrive at your destination)
3. During events organised by each LIC;
4. via affiliations and agreements with tour operators, transport agencies and other possible partners

4- WHAT THE CARD CAN OFFER TO OPERATORS

- A "Landscape Lovers Club" window sticker to be affixed in the shop;
- Publication on the www.adriaticlandscapes.com website of all the activity's data and contact details;
- Listing in the online guide of the adriaticlandscapes.com network, which is updated annually by each LIC
- Visibility in the Landscape Lovers circuit and in the LIC desk;
- Visibility over the Adriatic-Ionian region thanks to LICs network.

5- WHAT THE CARD CAN OFFER TO TOURISTS

- Free Access to the various LICs that make up the adriaticlandscapes.com network;
- Access to all the services affiliated with the LLC according to the commercial conditions established by each affiliated operator;
- Possibility to have an instant access to the webapp always updated;

6- HOW TO BECOME "AFFILIATED PARTNER"

Joining the project is simple. Interested Partner will just have to fill in the form below, entering all the data, including the discount (in percentage) or the free service/product/gadget which is offered to the card owner. The form for possible affiliated

partners is attached at this agreement or it will be available on the landscapelovers.com platform.

The FORM includes the following fields

NAME
SURNAME
COMMERCIAL NAME
TYPE (Restaurant, Accommodation, Local Products, Cultural Services, Mobility Services, Other)
BUSINESS NAME
VAT NUMBER
ADDRESS
POSTCODE
TELEPHONE
MOBILE
E-MAIL
WEBSITE
Indicate % discount to be applied to customers having a LLC.

7- MODALITA' di SOTTOSCRIZIONE DA PARTE DEL TURISTA

The signing of the LLC by the tourists will initially take place directly at the secretariats/reception of each individual CIP. Then in an advanced stage the diffusion channels may be different as explained in article 3. In this pilot phase, in order to obtain the LLC, every tourist will have to fill in a standard form (see model below) with which they will provide their personal data, providing the LIC with the consent to process their personal data. Each user will be assigned a card with a **unique reference code**. This code will be essential as it will identify the card with respect to the owner, the related LIC and the accessibility to the connected services. The terms of use for access to services are defined by each LIC and the network of operators connected to it, based on the commercial agreements that each operator has established. Below are some possible examples of card use:

EXAMPLE N° 1 – Receiving a free service/free goods (e.g. drink/pizza/ice cream/ride).

Tourists can show their card at the entrance and will be entitled to the promoted goods/service. The operator will record the card code in his/her database in order to verify whether or not the card has already been used at the same point of sale. The use of the

card at the various points of sale is closely linked to the promotion policy that that particular operator has decided to offer. The card can be used once, several times, or always for a specific period of time. This depends on the conditions that the operator has decided to offer in the signed partnership agreement. The duration of the promotion may also vary over time.

Example n° 2 – Access to a % discount on the price of some goods/service.

By showing their card, tourists will be entitled to the discount based on the promotion the operator has decided to link to the card. In this case as well, the use of the card is regulated directly by the operator, who may decide to grant the discount once (one-off), several times, always, as long as the card is shown. The card may be used once, several times, always, for a limited period of time specified in the agreement. This depends on the conditions that the operator has decided to apply in the signed partnership agreement.

ANNEX 1 - LANDSCAPE LOVERS CARD REQUEST FORM

CARD Number:	
First name:	
Surname:	
Nationality:	
Place of residence:	
Email:	

Information on the processing of personal data pursuant to art. 13 of EU Regulation 2016/679

The provision of personal data is aimed exclusively at the supply of the Landscape Lovers card and the promotion of the initiatives of the adriaticlandscape.com network within the ADRLINK European project. The processing is carried out manually. The provision of data is compulsory and failure to provide it will make it impossible to proceed with the supply of the card. The data collected are those provided by you and will be processed by the personnel of the Municipality, acting on the basis of specific instructions. Your data may be communicated externally to parties appointed as data processors to carry out the service. You may exercise your rights under Articles 15 et seq. of EU Regulation 2016/679, within the limits provided for in Articles 23 GDPR, 2-undecies and 2-duodecies Privacy Code, including the right to lodge a complaint: www.garanteprivacy.it. There will be no automated decision-making processes or transfers outside the EU. The data will be retained as per the mandatory maximum detention period of the institution. The Municipality is the data controller. The full information and contact details of the DPO are available on the Municipality's website or at the appropriate offices.

Signature

[Place], [DD/MM/YYYY]

ANNEX 2 - AFFILIATE FORMAT for COMMERCIAL PARTNERS

Name	
Surname	
Role	
Activity sector	<input type="checkbox"/> Catering <input type="checkbox"/> Receptivity <input type="checkbox"/> Typical products <input type="checkbox"/> Cultural services <input type="checkbox"/> Mobility Services <input type="checkbox"/> Cultural Services <input type="checkbox"/> More If "Other" specify _____
COMPANY NAME	
VAT	
ADDRESS	
PHONE	
CELLULAR	
E-MAIL	
WEBSITE	
Please, indicate the promotion offered	<input type="checkbox"/> % discount <input type="checkbox"/> No. of free goods/services <input type="checkbox"/> gifts/ gadgets <input type="checkbox"/> Other
Please, specify deeply the promo-offer	

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Signature

[Place], [DD/MM/YYYY]
