



# CROSS BORDER AGREEMENT For the sustainability and promotion of the territorial platform



# HIDDEN MEDITERRANEAN

WHERE CULTURES MEET

Promoted by and under the auspices of the ENI CBC MED EU co-funded Project  
**CROSSDEV - Cultural ROutes for Sustainable Social and economic DEVELOPMENT  
in Mediterranean**

CROSSDEV | [www.enicbmed.eu/projects/crossdev](http://www.enicbmed.eu/projects/crossdev)



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## AMONG

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

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

The association **Palestinian Heritage Trail (PHT)**, committed in the promotion of the **Palestinian Heritage trail, West Bank, Palestine**

The **Tourism Board of the Municipality of Menfi**, committed in the promotion of the Via Selinuntina, in the areas of, Menfi, Castelvetrano, Sambuca di Sicilia, Gibellina, Montevago and Santa Margherita Belice in **Sicily, Italy**

hereafter referred to as "the parties"

## WHEREAS

CROSSDEV is a four-year project started in September 2019, co-funded by the European Union through the ENI CBC MED Programme 2014-2020, implemented by a consortium of entities composed of: Comitato Internazionale per lo Sviluppo dei Popoli (CISP), Italy (as Lead partner); Società Cooperativa Culture (COOPCULTURE), Italy; the Jordan University of Science and Technology (JUST) Jordan; the Association for the Protection of Jabal Moussa (APJM), Lebanon; the Royal Marine Conservation Society of Jordan (JREDS), Jordan; Palestinian Heritage Trail (PHT), Palestine; the Italian Ministry of Culture (MiC), Italy.

**CROSSDEV expects to** increase tourism competitiveness and attractiveness of less known destinations and rural areas, enhancing the Cultural Routes experiences of the Council of Europe in Italy, Jordan, Lebanon, Palestine, specifically:

**Italy:** Sicily, communities of the areas along the **Via Selinuntina**

**Jordan:** communities around the less-known historical and cultural sites in the **Aqaba** area (South of the country) and in the **Umm Qais** archaeological site (North of the country)

**Lebanon:** villages and cultural sites in and around the **Jabal Moussa Biosphere Reserve** area, Mount Lebanon

**Palestine:** communities along the **Palestinian Heritage Trail**.

**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 trails, and resources to be turned into assets for socio-economic local development.

## ACKNOWLEDGING THAT

CROSSDEV project has its foundation on the recognition that cultural routes, as defined by the Council of Europe, and their cultural and natural heritage are important drivers for the development of less-known tourist destinations.

CROSSDEV project, considering the fruitful work done by the partnership in increasing the attractiveness of less known destinations, promotes cultures, cultural heritage and landscapes of the Euro-Mediterranean area and shares common sources of remembrance, knowledge, always respecting diversity and preserving it for the benefit of all.

CROSSDEV partners recognises the key role of the communities to preserve, value and promote their common heritage and territories in a sustainable way.

CROSSDEV project has developed the Hidden Mediterranean territorial platform (<https://www.hiddenmediterranean.net/en/>) to promote all destinations involved and to favour networking among them and with all actors committed in sustainable tourism promotion

The CROSSDEV parties identify themselves in the values:

CULTURAL EXCHANGE which includes, local social tradition, local culinary tradition, history and spirituality.	
AUTHENTICITY which includes, unique and heterogeneous experiences, community based experience, hospitality.	
EMPOWERMENT of the communities, of women and youth, enhancement of local know-how and entrepreneurship capacity.	
RESPONSIBLE TOURISM in terms of acceptance of others and respectful behaviours, respect and defence of human rights, nature protection, social economic and environmental sustainability.	

## IN FULL SUPPORT OF

The principles expressed in The Convention on the Value of Cultural Heritage for Society (Faro Convention, 2005), The Resolution of the Council of Europe and the Representatives of the Governments of the Member States meeting within the Council on the Cultural Dimension of Sustainable Development (November 2019), The New Agenda of the Mediterranean (February 2021) and the Renewed partnership with the Southern Neighbourhood, the UNESCO Conventions on Protection of Tangible and Intangible Natural and Cultural Heritage (1972, 2001, 2003), the 2030 Agenda for Sustainable Development and the sustainability criteria outlined by the Global Sustainable Tourism Council (GSTC), more specifically the GSTC-D scheme defining sustainability requirements for tourism destinations.

## THE PARTIES AGREE

- To confirm their joint commitment to keep pursuing the CROSSDEV project objectives and values in the future
- To keep alive Hidden Mediterranean platform as a key tools available to networking and promoting sustainable tourism in and among Italy, Jordan, Lebanon and Palestine. Each party undertakes - at least for the duration of this agreement - to manage and feed the Hidden Mediterranean platform for the destinations and territories under its jurisdiction and as regards possible interactions and connections with the destinations and territories under the jurisdiction of the other parties.
- To enlarge the platform including new relevant actors from the territories and including new territories from the same and other countries
- To keep exchanging knowledge and good practices while promoting quality tourism services and sustainability principles to increase the attractiveness of the less known tourism destinations in the Mediterranean area.

## In order to achieve this goal, the parties will

- Promote the Hidden Mediterranean platform at the widest possible scale all over the Mediterranean and beyond.
- Implement the promotional campaign designed within the project through destinations' websites, partners' websites and social media channels, through Hidden Mediterranean social media accounts (Facebook and Instagram), through B2Bs, fairs and events.
- Enlarge the platform by including relevant local actors along the tourism value chain (e.g. Destination Management Organisations; Tour Operators and Travel Agencies; Tourism Accommodations; Professionals in

the Cultural Heritage Sector; Food & Beverage Operators; Cultural Tourism Attractions; Natural and Cultural Guides; Eco museums, Local Museums; Transport service providers; Craftsmen and Artists; Producers; Shops; Residents; Responsible Tourists; all other actors that can directly and indirectly benefit from tourism) so as to contribute in an effective way to move towards sustainable tourism in the Mediterranean, in line with the objectives of the Agenda 2030.

- Implement sustainable management practices to foster the contribution of tourism to local development through protecting and managing cultural and natural heritage
- Develop innovative tourism products and initiatives in line with the general objectives of the CROSSDEV project and “Hidden Mediterranean” identity and co-marketing of tourism products
- Ensure the greatest accessibility and inclusiveness of the tourism offer, also by making clever use of technology
- Encourage direct cooperation, exchange processes, and best-practices transfer between CROSSDEV destinations and other destinations in the Mediterranean area that can be ambassadors of common values, for improving the development and management of sustainable tourism as a toll for socioeconomic sustainable development
- Continue to apply the lessons learned to enhance future tourism policies and action plans, as an important legacy of the project

Jordan University of Science and Technology (JUST)

Date and Place... 2/7/2023

(signature)

Ahmed A. Freewan, Project Manager

The Royal Marine Conservation Society of Jordan (JREDS)

Date and Place 4/7/2023  
Amman

(signature)

(Name and Position)



Association for the Protection of Jabal Moussa (APJM)

Date and Place 28/06/23  
Jounieh

(signature)

Pierre Durrer - President

(Name and Position)

Palestinian Heritage Trail (PHT)

Date and Place 3/7/2023  
Beit Sahour - Palestine (signature)

George S. Rishmawi - General Director

(Name and Position)

George S. Rishmawi



مسار فلسطين التراثي  
Palestinian Heritage Trail

Tourism Board of the Municipality of Menfi

Date and Place 28.06.2023 Menfi

(signature)

Valentina Mangiaracina - President

(Name and Position)

Valentina Mangiaracina

Witnessed by

CoopCulture - Società Cooperative Culture

CROSSDEV project partner

(signature)

Paola Autore

28.06.23 Rome  
Date and Place Paola Autore  
CROSSDEV project manager

Witnessed by

Italian Ministry of Culture

CROSSDEV project partner

(signature)

Rome  
04/07/2023  
Alessandra Lucchese

Date and Place Alessandra Lucchese  
CROSSDEV project manager

Witnessed by CISP - Comitato Internazionale per lo Sviluppo dei Popoli,

(signature)

Date and Place: 28.06.2023, Rome Deborah Rezzoagli - CROSSDEV project coordinator

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