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Romania-Republic of Moldova
ENI-CROSS BORDER COOPERATION

Project of the agreement

**Memorandum of cooperation
between potential cluster's participants within the Project 2soft / 2.1 / 153 "RO
MD Cross-Border Wine Tourism Cluster Development" for beneficiaries active
in the field of wine tourism.**

- In the context of the need to improve wine tourism, stimulate the development of touristic points and cultural areas;
- Taking into account the traditional role and place of civil society in the decision-making process and the development of European values in the transboundary region;
- In the context of the provisions of the Concept on Cooperation between the Parliament of the Republic of Moldova and civil society and the need to establish effective joint activities between local authorities and representatives of civil society in the implementation of national social policies to reduce poverty, develop the environment and stimulate social inclusion;
- This document was developed with the support of the RO MD Cross-Border Wine Tourism Cluster Development project for beneficiaries active in the field of tourism, viticulture, winemaking, created on the basis of the STABILITY Center. The document is the basis for cooperation and dialogue between the parties.

The memorandum establishes the goal, objectives, principles and mechanisms of cooperation between cluster participants for beneficiaries active in the field of tourism, viticulture and winemaking.

Goals and tasks

The main purpose of the memorandum is to establish a sustainable partnership between cluster participants to consolidate transnational opportunities in the development and implementation of programs and social services to improve the living standards of the population.

To achieve the above stated goal, the undersigned parties propose the following tasks:

- Development of cross-border partnerships between authorities, NGOs and the private sector, as well as the establishment of a multi-sectoral dialogue to improve the provision of services in the field of tourism, viticulture, winemaking;
- Stimulating the development of the international potential of government authorities, civil society and the business community to introduce new tourist routes;
- Improvement of the quality of services and development of the wine tourism market in Moldova and Romania;

- Public participation in identifying common and regional agricultural problems and ways to solve them, as well as monitoring and evaluating the results achieved;
- Development and promotion of a cluster approach and a multi-level chain of interstate relations in the field of wine tourism.

Principles

In the process of implementing the provisions of this Memorandum, potential participants of the cluster should be guided by the following principles:

- **Principle of participation** - comprehensive participation of stakeholders in the field of wine tourism. This, in turn, ensures the quality and sustainability of the activities initiated.
- **Principle of openness** - the undersigned parties must be open in the process of cooperation, and the mechanism of interaction must be clear and accessible. Information of public interest should be disseminated to all interested parties by all possible and accessible means of communication. The forms and methods of communication will be designed to ensure maximum integrity, openness and impartiality.
- **Principle of efficiency** - in order to maximize the effectiveness of the process, stakeholders should actively participate in and contribute to the process of developing the potential of wine tourism by identifying the priorities and needs of the beneficiaries for advice.
- **The principle of consistency** - the creation of a unified monitoring and evaluation system of the cooperation process, as well as the creation of a feedback mechanism between the parties involved in the dialogue.

Mechanisms of cooperation:

Member of the cluster for active beneficiaries in the field of wine tourism undertakes:

- Provide information support (HD photos and videos);
- Provide general and specialized advice on the following topics:
 - Methodology, mechanisms, techniques and tools necessary to determine wine routes, development of a wine tourism cluster;
 - Recommendations for the development and editing of promotional materials.
- Facilitate community mobilization to organize social events and cluster creation activities;
- Provide methodological support to partners, authorities, businesses in the development of local strategies for wine tourism and partnership areas;
- Promote joint monitoring and assessment of environmental aspects;
- Promote wine tourism cluster ideas through the use of IT and publications;
- Provide the information for media;
- Adhere to the national legislation and donor rules in the documentation and financial and economic activities of the project organization;



- ❑ Follow the detailed action plan and take active measures in case of deviations from the schedule for the successful implementation of the project;
- ❑ Provide full support and participation in holding events of general interest in accordance with this memorandum at the local and interregional levels;
- ❑ Provide information for publications and website within the project;
- ❑ Facilitate the establishment of contacts with all actors to stimulate the development of the potential of the project in the field of wine tourism;
- ❑ Provide the cluster with clear information on the following:
 - Goals and objectives of the consultations, a description of the issues discussed;
- ❑ Delegate a representative who will participate in the meetings of the cluster commission on wine trails;

Final tasks:

- ❑ This memorandum is valid from the moment of signing, with the possibility of making changes and with subsequent renewal;
- ❑ Activities and correspondence within the framework of this project are conducted in English;
- ❑ All provisions of this memorandum can be revised and changed by the parties and as necessary and by their mutual consent.

