



SMITour

Interreg
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Memorandum of Understanding for developing Smart Industrial Tourism in the Mediterranean

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Deliverable ID

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| Project mission | Enhancing sustainable tourism |
| Project priority | Smarter MED |
| Specific objective | RSO1.1: Developing and enhancing research and innovation capacities and the uptake of advanced technologies |
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| Deliverable number | Output 2.3 |
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| Activity name | Strategy co-design |
| Activity number | 2.3 |
| Partner in charge (author) | Municipality of Prato |
| Partners involved | All |

Document history

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Memorandum of Understanding

1. Preamble

The Interreg Euro-MED project **SMITour – Smart Industrial Tourism in the Mediterranean** (hereinafter SMIT) aims to develop a shared strategic and operational framework for unlocking the potential of industrial heritage - both historical and contemporary - through innovative, inclusive, and sustainable tourism models. It supports the diversification of Mediterranean tourism, the revitalization of territories, and the creation of clusters and routes linking industry, creativity, culture, and advanced technologies.

SMITour is a **Study project** financed by the **Interreg Euro-MED Programme**, and implemented from 1 January 2024 to 31 March 2026. Its main objective is to study the social and economic potential of Smart Industrial Tourism in the Mediterranean, by analyzing its state of the art and the use of advanced & immersive technologies for the sector. The project has designed a Common Strategy and an Action Plan for developing sustainable industrial tourism activities in the MED regions, thereby contributing to diversifying tourism, reducing its environmental impact and boosting social & economic growth through technological innovation.

The project has delivered a set of key outputs and deliverables, including:

- a Baseline study of tourism systems in the partner regions
- a Catalogue of Industrial Tourism Practices
- a Catalogue of Advanced Technologies Applications for Tourism
- five Joint Thematic Roadmaps for developing SMIT in the Mediterranean regions
- a **Common Strategy** for the development of Smart Industrial Tourism in the Mediterranean (SMITOUR Output 2.1)
- an **Action Plan** for developing Smart Industrial Tourism in the Mediterranean (SMITOUR Output 2.2)

The purpose of this Memorandum of Understanding (MoU) is to ensure continuity, ownership, and long-term cooperation to uphold the **Common Strategy** (Output 2.1) and the **Action Plan** (Output 2.2) of the SMITour Project. Signatories share the vision to establish the Mediterranean as a leading global destination for innovative, sustainable, climate change resilient, inclusive, and authentic Smart Industrial Tourism, transforming its rich industrial past into a vibrant driver for cultural identity, regional regeneration, and immersive tourism experiences. By signing this MoU, the Parties commit to upholding the SMITour Strategy and Action Plan (2026–2030) by whatever means, actions and policies are in their power, and look forward to future participation in common projects and initiatives to fund the activities and actions contained therein.



2. Purpose and Objectives

The Parties agree to collaborate in order to:

- Strengthen cooperation for the development of Smart Industrial Tourism across the Mediterranean region.
- Promote coordination and policy alignment for sustainable, responsible, inclusive, and technology enabled industrial tourism.
- Foster knowledge sharing, capacity building, and joint learning among public authorities, SMEs, industrial sites, cultural institutions, and academic bodies.
- Encourage the creation of interdisciplinary regional SMIT clusters and transnational SMIT routes.
- Implement actions contributing to tourism diversification, heritage valorization, community engagement, and industrial - cultural identity.

3. Areas of Cooperation

The SMITour's Common Strategy and Action Plan, will guide cooperation in future initiatives, notably in the following areas:

- **Knowledge exchange** on Smart Industrial Tourism, industrial heritage interpretation, inclusive design, sustainability, and innovation.
- **Joint capacity building**, including planning and design of the SMIT Academy, peer exchanges, and professional training.
- **Development of SMIT Living Labs** for immersive digital experience prototyping (AR/VR, gamification, AI storytelling).
- **Design of interdisciplinary regional clusters and transnational routes**, connecting heritage, industry, creative sectors, gastronomy, sports, and education.
- **Policy development, piloting, implementing and scaling** actions including the integration of SMIT into cultural, spatial, and economic planning.
- **Monitoring and business intelligence**, using standardized KPIs, shared dashboards, and annual reporting across the Mediterranean SMIT Network.



4. Commitments by Signatories

By signing this MoU, Signatories commit to do all that is in their power in order to:

- **Support Smart Industrial Tourism development** based on core values: Sustainability & Climate Resilience, Inclusivity, Innovation, Competitiveness, High Quality, Gender Equality, and Safety.
- **Adopt and disseminate the SMITour Common Strategy and Action Plan (2026–2030)**, ensuring their integration into relevant policies.
- **Facilitate formation of regional SMIT clusters**, involving industrial sites, SMEs, creative sectors, cultural institutions, and community groups.
- **Support the establishment of the SMIT Academy** and peer mentorship programs for professionals and SMEs.
- **Encourage the creation and testing of digital enhancements** (AR/VR, gamification, smart interpretation tools) to enhance the visitor experience.
- **Promote interdisciplinary and transnational SMIT routes** and facilitate the inclusion of local sites that meet quality standards.
- **Support data collection and evaluation**, using the Standardized KPI Dashboard.
- **Share SMITour outcomes** with other Mediterranean and European destinations, contributing to capitalisation and replication.
- **Mainstream results** across all levels of governance, while respecting the competencies and legal mandates of each signatory.

5. Financial Implications

This MoU represents a statement of intent and does not create any binding financial obligations for the Parties.

On the other hand, the Parties will actively collaborate to identify and jointly pursue external funding opportunities (e.g., EU, national, or regional grants; private sponsorships) to finance the implementation of the actions detailed in this MoU.

6. Term, Termination, and Amendment

- **Term:** This MoU will become effective upon the date of the final signature and will remain in effect for an initial period of **five (5) years**, aligning with the Action Plan's implementation timeline (2026-2030). It may be renewed by mutual written agreement.

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- **Termination:** Any Party may terminate the subscription to this MoU by providing ninety (90) days written notice to the SMITour Lead Partner, the Municipality of Prato.
- **Amendment:** Any modifications or amendments to this MoU must be made in writing and signed by the authorized representatives of SMITour partners.

7. Legal Status

This MoU is a non-binding expression of the Parties' shared intentions. It is not intended to create, nor does it create, any legally binding rights or obligations under domestic or international law.

8. List of SMITour Partners Signatories (the Parties)

1. Municipality of Prato (Italy)
2. ISCTE - University Institute of Lisbon (Portugal)
3. XATIC - The Industrial Tourism Network of Catalonia (Spain)
4. Prato Textile Museum (Italy)
5. HCIA - Hellenic Clothing Industry Association (Greece)
6. E-zavod, Zavod za projektno svetovanje, raziskovanje in razvoj celovitih rešitev - E-institute, Institute for Comprehensive Development Solutions (Slovenia)
7. EFRI - Faculty of Economics and Business Rijeka (Croatia)



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SMITour consortium representative

Signatory entity: **Municipality of Prato**

Name and Surname of the signatory:

Position:

Date and place:

Signature:



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SMITour consortium representative

Signatory entity: **ISCTE - University Institute of Lisbon**

Name and Surname of the signatory:

Position:

Date and place:

Signature:



SMITour



SMITour consortium representative

Signatory entity: **XATIC - The Industrial Tourism Network of Catalonia**

Name and Surname of the signatory:

Position:

Date and place:

Signature:



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SMITour consortium representative

Signatory entity: **Prato Textile Museum (Italy)**

Name and Surname of the signatory: Fabia Romagnoli

Position: President of the Prato Textile Museum Foundation

Date and place: Prato - IT, 12 december 2025

Signature:



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SMITour consortium representative

Signatory entity: **HCIA - Hellenic Clothing Industry Association**

Name and Surname of the signatory:

Position:

Date and place:

Signature:



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SMITour consortium representative

Signatory entity: **E-zavod**, Zavod za projektno svetovanje, raziskovanje in razvoj celovitih rešitev - **E-institute**, Institute for Comprehensive Development Solutions

Name and Surname of the signatory:

Position:

Date and place:

Signature:



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SMITour consortium representative

Signatory entity: **EFRI - Faculty of Economics and Business Rijeka**

Name and Surname of the signatory:

Position:

Date and place:

Signature:



ANNEX I – New Adhesions to the SMITour MoU

By signing this Memorandum of Understanding, the Signatory, representative of (tick the relevant box):

- National public authority
- Regional public authority
- Local public authority
- Interest groups (including NGOs)
- International organisations
- Private sector body
- Other (please specify)

commits to:

- **Support Smart Industrial Tourism development** based on sustainability, innovation, accessibility, and climate resilience.
- **Disseminate the SMITour Common Strategy and Action Plan (2026–2030)**, promoting their integration into relevant policies.
- **Support the formation of regional SMIT clusters**, involving industrial sites, SMEs, creative sectors, cultural institutions, and community groups.
- **Support participation in the SMIT Academy** and peer mentorship programs for professionals and SMEs.
- **Encourage the creation and testing of digital enhancements** (AR/VR, gamification, smart interpretation tools) through Living Labs.
- **Promote interdisciplinary and transnational SMIT routes** and facilitate the inclusion of local sites that meet quality standards.
- **Share SMITour outcomes** with other Mediterranean and European destinations, contributing to capitalisation and replication.
- **Mainstream results** across all levels of governance, while respecting the competencies and legal mandates of each signatory.

By signing this Annex of the SMITour MoU my entity becomes parts of the **SMITour network of Signatories and Memorandum of Understanding**. The duration of the agreement will follow the provisions stated in the MoU.



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External signatory

Name and surname of the signatory:

Position:

On behalf of (name of the signatory entity):

Invited by (SMITour partner):

Date and place:

Signature: _____



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