

MEMORANDUM OF UNDERSTANDING

1. With the aim to extend their activities and achieve cooperation based on extraversion and innovation and convey added value to actions and perspectives of the contracting parties,
2. mainly regarding ad hoc activation, development and implementation or/ and sustainable synergies in tourism, new edge technologies and civilization,
3. with the competencies adhered by the legal background that regulates their composition, function, rights and possibilities in accordance with their articles of association,

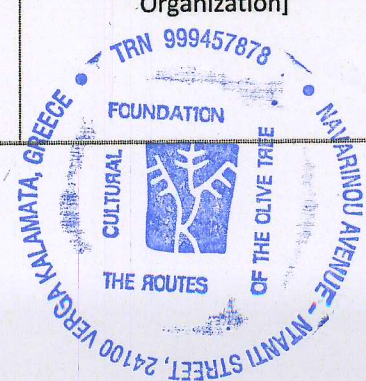
THE MUNICIPALITY OF ITRI based in Itri, province of Latina, Italy and represented by dr. Giovanni Agresti, mayor of Itri and president of the Association of Municipalities SER.A.L.

and

THE CULTURAL FOUNDATION "ROUTES OF THE OLIVE TREE" seated in Kalamata, 24100 Greece, 237 Navarinou Avenue-Ntanti and represented by its Executive Director Mr Georgios KARAMPATOS

are signing this cooperation memorandum and the attachment as an inextricable part of this memorandum, in which cooperation targets are specified.

this Memorandum shall enter into force upon signature by the representatives of both Parties and shall be of indefinite duration, unless reasonably subject to evaluation by the Contracting Parties.

UNDERSIGNING INSTITUTIONS / ORGANIZATIONS	
<p>For the Association of Municipalities SER.A.L. Itri 18.07.2023 Dr. Giovanni Agresti – President SER.A.L.</p> <p>Signature _____</p>	<p>[Stamp of Institution / Organization]</p>
<p>For the Cultural Foundation 'Routes of the Olive Tree' Kalamata, __/__/2023 Karampatos Georgios, Executive Director</p> <p>Signature _____</p>	<p>[Stamp of Institution / Organization]</p> 

ATTACHMENT TO MEMORANDUM OF UNDERSTANDING

1. International developments and changes brought by internationalization of markets and globalization, create new conditions that force multilateral functional cooperation, on a regional and international level.
2. Those promoting research, innovation, support a responsible and sustainable development and a creative intercultural approach can and should play a decisive role in new trends.
3. Initiatives that protect cultural heritage and respect the environment, encourage business innovation, social responsibility, quality of life, professional training in favor of sustainable development and social cohesion, are fields where active cooperation among institutions, on a regional and international level, is required.
4. Account being taken of the above, the parties that undersign this memorandum recognize the possible benefits of a cooperation and confirm their intention to support actively initiatives, which involves:
 - I. Functional support and sustainability of this cooperation through the expansion of contacts and the creation of a network of stakeholders and beneficiaries, at national and international level
 - II. Transfer of know-how, design and execution of pilot project proposals about creation of development tools in the form of a cultural route (physical and/ or electronic) that will exploit cultural heritage, knowledge and technologies in favor of business and involved population groups
 - III. Encouragement of innovation and transfer of good practices at critical or special fields of civilization, tourism and environment
 - IV. Realization of common activities and publications
 - V. Creation of a team that will promote, support highlight traditional sectors (olive growing, etc.) and will coordinate the created cultural route at local level.
5. Accepting that the common actions are directly related to the internationally recognized cultural route 'Routes of the Olive Tree' (Cultural Route of the Council of Europe, since 2005 and Itinerary of Intercultural Dialogue and Sustainable Development 166 Ex.Co UNESCO 2003) organizing by the homonymous Cultural Foundation, officially certified body to implementing cultural routes.
6. It is hereby agreed that the registration of the Association as a supporting member with an annual membership fee of EUR 1,000.00 covers the contribution of all member municipalities of the Association. The payment of this fee will enable them to obtain the title of 'City of the Olive Tree Cultural Route' of the Council of Europe and allow them the opportunity of identifying and creating olive-related points of interest in each municipality, according to favorable conditions agreed between the interested parties that will be defined later.

UNDERSIGNING INSTITUTIONS / ORGANIZATIONS	
For the Association of Municipalities SER.A.L. Itri 18.07.2023 Dr. Giovanni Agresti – President SER.A.L. Signature _____	[Stamp of Institution / Organization]
For the Cultural Foundation 'Routes of the Olive Tree' Kalamata, __/__/2023 Karampatos Georgios, Executive Director Signature _____	[Stamp of Institution / Organization] 