



Memorandum of Understanding

Between

The International Social Tourism Organisation (ISTO)

Rue Haute, 26-28 – 1000 Brussels

AND

Instituto de Turismo de la Región de Murcia (ITREM)

Avenida Juana Jugán nº 2 (Edificio CCT), 30006 - Murcia

We, Isto and ITREM, have come together to collaborate and to make an agreement for a Memorandum of Understanding (MoU). The partners entering the MoU have agreed to form a collaboration and so agree to the following articles and clauses:

Article I. Background

The International Social Tourism Organisation (ISTO), together with a consortium of 7 other organisations, has been mandated by the European Commission to develop senior tourism exchanges within the European domestic market. This action is titled “SENTour Connect”.

Article II. Purpose and Scope

This MoU establishes the guidelines between Isto and ITREM, to disseminate, promote and further develop the SENTour Connect Project, which has the following aims:

- Study and develop mechanisms supporting transnational stakeholder cooperation;
- Improve tourism seasonality patterns across Europe;
- Create innovative and sustainable transnational tourism packages for seniors;
- Strengthen public-private partnerships;
- Facilitate transnational tourism exchanges for seniors in the low season within the European domestic market.



SENTour Connect
EU Senior Travel Experience

The SENTour Connect project, in collaboration with all its Consortium partners, hopes to drive growth in senior travel, through the existing good practices and by launching them into a European dimension and market. The project wants to encourage senior citizens to travel in Europe. The main objective is to establish a sustainable working methodology and exchange practices within the existing partnership and more importantly, to continue establishing synergies and partnerships with offer and demand entities (most important is the level of sustainability of the outcomes). The *eCalypso platform* could be the central meeting ground and market place for the sustaining exchanges between different stakeholders.

The SENTour Connect project is built to develop sustainable solutions for the tourism industry in multiple destinations, suitable for the full scope of potential senior travelers regardless of their travel experience.

Article III. Roles and Responsibilities of ISTO

ISTO is the lead partner of the project and is committed to work towards the following objectives:

- Monitor the implemented actions in accordance with the Agreement;
- Be the intermediary for all communications between partners and the European Commission;
- Establish the requests for payment and ensure that all appropriate payments are made, as agreed at the steering committee of 19 September 2014;
- Provide all the necessary documents for audits and evaluations;
- Do the overall administration and coordination of the project.

These roles and responsibilities can only be implemented based on the elements received from the partners.

Article IV. Roles and Responsibilities of the Partners

The partnership is comprised of key regional or national players in the field of senior tourism which have both a vast history and experience in the senior travel sector or have focused their investments and efforts in developing this sector of the travel market.

Each project partner is responsible or jointly responsible for overseeing the operations and progress of the different work packages. Furthermore, all partners who have programs or render services to senior tourists need to ensure the delivery of a fully developed and market oriented package. A direct link to the *eCalypso* platform is necessary.



More specifically, roles and Responsibilities of ITREM;

- Collaborate actively to provide the best outcome possible in various WP's;
- Provide packages that offer unique and tailored experiences that promote wellbeing, cultural and personal interests;
- Make these packages available on the eCalypso platform;
- Establish public private partnerships;
- Provide the coordinator with all the data and documents according to the agreement;
- Sustain all interaction in the post-project period.

It is the consortium's ambition to support the growth of senior travel and have a European-wide offer readily and easily available through accessible commercial channels such as eCalypso. The Consortium is committed to provide available know-how to any stakeholder who wishes to pursue similar avenues in the senior product offerings.

The Partners acknowledge that no contractual relationship is created between them by this MoU, but agree to work together in the true spirit of partnership to ensure that there is a united visible and responsive leadership of the Project and to demonstrate financial, administrative and managerial commitment to the Project by means of their individual inputs

Article V. Compensation details

Starting as of the 1st of September 2014 the parties will negotiate the terms of future partnership. The terms of partnership are to be favourable to both parties herein and remain within the scope of the ISTO initiatives.

Both parties assume responsibility not to divulge information that could harm the recognition of intellectual property rights on a process or product obtained within the reaches of this cooperation. Furthermore all actions between the two parties herein will remain confidential unless agreed differently by each party. Each case is to be dealt with punctually and in direct discussion with the parties associated herein this MoU.

Article VI. Term of Agreement

The present MoU is made in the framework of the Grant Agreement, signed by ISTO on behalf of its project partners and the European Commission. The exact terms and conditions of a future cooperation will be negotiated in due course and laid down in a contract, should circumstances permit. The roles and responsibilities described above are contingent on all the partners, receiving funds requested for the project described in the Grand Agreement SI2.685731. Responsibilities under this MoU should coincide with the grant period, anticipated to be **01/09/2014** through the administrative end of the project (all parties are bound until the finish of the project and acceptance of documents by the European Commission).



Article VII. Effective date and signatures

This Memorandum of Understanding shall enter into force upon signature and shall remain in force until the end acceptance by the Commission of the project, and may be renewed by written communication.

We, the undersigned have read and agree with this MoU.

Signed by

The International Social Tourism
Organisation (ISTO)

AND

Instituto de Turismo de la Región de Murcia
(ITREM)

*Yves Godin
ISTO Secretary General*

*José María González Martínez
Temporary substitute of
the ITREM Managing Director*

Signature:

Done at: Brussels on 13th April 2015



Signature:

Done at: Murcia on 25th February 2015