



United Nations
Educational, Scientific and
Cultural Organization



forum UNESCO
UNIVERSITY AND HERITAGE



Università
degli Studi
della Campania
Luigi Vanvitelli



Benecon S.C.aR.L. | Cattedra UNESCO on Landscape, Cultural Heritage and Territorial Governance



中山大學
SUN YAT-SEN UNIVERSITY

Memorandum of Understanding

Between

Prof. Arch. Carmine Gambardella

UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance

President And CEO of The BENECON University Consortium

Centre of Excellence for Cultural Heritage, Ecology and Economy

Institutional Partner of The Forum UNESCO University and Heritage

and

School of Tourism Management, Sun Yat-sen University

Legal Representative: Prof. Zhang Chaozhi

UNESCO Chair on Sustainable Tourism in UNESCO Designated Sites

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Capitale Sociale euro 150.000,00 interamente versato
Codice Fiscale, Partita Iva e Registro Imprese di Napoli 06453531219

BENECON Centre of Excellence for Cultural Heritage, Ecology and Economy (BENECON), University Consortium (University of Campania 'Luigi Vanvitelli', Pegaso University, University of Naples 'Federico II', University of Salerno, University of Sannio) UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance, President and Legal representative Prof. Carmine Gambardella, legal address: Via Costantinopoli 104, 80138 Napoli
and

PARTNER UNIVERSITY: School of Tourism Management, Sun Yat-sen University, UNESCO Chair holder on Sustainable Tourism in UNESCO Designated Sites, Legal representative Zhang Chaozhi, legal address 2 Daxue Rd., Zhuhai, 519082, China

wish to express their interest

in establishing a formal collaboration with the purpose of developing joint initiatives that can enhance the pursuit of their institutional *missions*.

Intention of the parties

BENECON UNESCO Chair and PARTNER UNIVERSITY, fully aware of their different roles and functions, diverse but highly complementary to each other, highlight their interest in looking for synergies and integrations in order to valorise and develop mutual activities as well as show interest in verifying the terms and opportunities to build a successful and continuous collaboration.

The main interest of BENECON UNESCO Chair is to make its skills, technological facilities and services available with the purpose of supporting the activities within this partnership in realising pilot projects of interest to the Centre as well as to participate in projects funded by the European Union and other international, national and local institutions in the following areas: analysis, surveying, representation, knowledge and management of the territory.

The main interest of PARTNER UNIVERSITY, being a research university competing in the international arena, is to make its skills, technological facilities and services available to reach scientific, technological and/or art related advanced knowledge, and also to participate in projects funded by the European Union and other international, national and local institutions to build a network capable of combining the worlds of learning and know-how in the research areas of interest.

The formal agreement aims to give prominence as well as draw mutual public attention to its own facilities in order to highlight the importance of this initiative which is being promoted by the two authoritative parties in the areas of mutual interest.

This agreement formally starts upon the signing this document that is voluntary and does not result in any charges and commercial constraints between the parties. In no event shall the two parties make any commitments or contingencies for and on behalf of the other without formal written permission.

COMMITMENTS AND INTENTIONS

BENECON UNESCO Chair and PARTNER UNIVERSITY, referring to this declaration of intent, undertake to make their expertise, technological facilities and services available in such manner as to be established on every occasion.

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BENECON UNESCO Chair and PARTNER UNIVERSITY propose to carry out pilot projects through which to use their respective expertise and equipment.

BENECON UNESCO Chair and PARTNER UNIVERSITY shall try to establish a continuous partnership, though not exclusive, for the preparation and participation in European Union funded projects as well as all other calls for projects in which they will jointly participate.

BENECON UNESCO Chair and PARTNER UNIVERSITY shall hold a series of bilateral meetings aimed at defining the work programs designed to establish the collaboration in the areas of mutual interest of the Institutions.

Signing of the Declaration of Intent

This document is authorised, approved and signed by the parties:

BENECON

Centre of Excellence for Cultural Heritage, Ecology and Economy
UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance
Legal address: Via Santa Maria di Costantinopoli 104, cap 80138 Napoli (NA), Italy
President and CEO Benecon SCaRL - Unesco Chairholder

Prof. Arch. Carmine Gambardella



PARTNER UNIVERSITY

Legal address: 2 Daxue Rd., Zhuhai, 519082, China.
Legal representative: Zhang Chaozhi



Date: 25/05/2022