

ASSOCIAZIONE M.A.R. (Research and Maritime Activities Association)

M.A.R. is a registered Association at the Rome Municipality Register Office: date 29th Jul 1998 ref. C/28745

The Statute of the Association (attached) is herewith resumed.

- The association is a non-profit organization;
- Purpose of the Association is to organize, coordinate and stimulate cultural and research activities both in the marine and non-marine territorial areas, either independently or in collaboration with national and foreign universities and research institutes;
- Organize, coordinate and stimulate the realization of sports events or programs in general of regional, national and international value; Organize, promote, coordinate activities and events of a tourist and aggregation nature;
- Organize, coordinate and manage equipped areas and public and private owned sports centers for sports, tourism and research promotion;
- Enter into agreements and agreements with public and private entities;
- Creating and disseminating editorial publications, videos and musical and multimedia materials;
- Organize legal and commercial consulting services for members;
- assume job orders from individuals and public bodies;
- promote training and specialization among members;
- take care of and realize events, fairs, exhibitions related to the general culture in its broadest sense, musical and sporting;

The Origins of the M.A.R. Association

The origins of the Association are back to 1998 around the rebirth of Italian Capital Rome sea-front district of "Ostia", set in motion by the public works carried out by the local administrations to enhance the environmental and cultural heritage restored to the citizens, and ready to include economic and entrepreneurial development to meet the new requirements of the current international tourist market, also thank to the birth of new associations committed to adding value to and disseminating the environmental, artistic and cultural heritage of the Roman coastal area.

Alongside, the traditional voluntary sector associations working in the Rome coastal area, including *Lega Navale*, *Federazione Italiana Vela*, *Italia Nostra* and *Legambiente*, and side by side with the national start-up of the Marevivo association, was created. This association aims to

develop a collective conscience in order to enhance and add maximum value to the Rome coastal area, paying close attention to and researching how to insert the Rome area in the collaboration and development processes which are already operational in the wider European/Mediterranean context.

A new Association model MAR

MAR was formed in 1991 as an innovative Association concept to combine professionals from different disciplines. It immediately concentrated on and invested in three fundamental elements: communication, development and promotion of the elements making up the concept of "Sea and Land Heritage" – the collection of natural, scientific, cultural and social elements which, over the centuries, have developed along the Mediterranean coast thanks to the interaction between man and the ecosystem. The interdisciplinary and multisectorial nature of the training and experiences of MAR's founders indeed range from cultural and sustainable tourism to region marketing, from marine biology to geophysics, from journalism to professional communication, from audiovisual media to documentary photography, from Sports to public Entertainment and from agri-food to sea-food industry.

The proficiency in organising these different professional capacities is what lies behind MAR's ability to capture the area's requirements and read the potential in them, each time offering technical support and building summaries in order to create planning and development projects which immediately aimed at producing virtuous effects on the area which can actually be measured, above all in terms of their ability to produce synergies between the fabric of the coastal area and the world of industry, scientific research and society at large.

MAR Association in the frame of the HAINAN ITALY PROMOTION PROTOCOL (HIPP) has been active in involving the Lazio Region sea-coast Municipalities of Fiumicino, Civitavecchia, Ladispoli, Montalto di Castro to interact with the Hainan Province department of Tourism, Culture, Broadcasting and Sports to promote reciprocal development programs withing EC through environmental, sporting and tourist initiatives to fit into an overall economic and productive revitalisation plan.

MAR Associates members have been discussing potential collaboration on Cruise Shipping Industry with Department of Transport Province of Hainan, and Authorities of Sanya Cruise Phoenix Island Harbour.

Coming agreement with HAINAN EDUCATION ASSOCIATION FOR INTERNATIONAL EXCHANGE will foster the HAINAN ITALY PROMOTION PROTOCOL through public and private initiatives focused on Education and Research in the Cultural, Science, Sport, Tourism, Maritime environment to link the chinese Province of Hainan with Italy within the frame of recent SILK ROAD PACT signed between Italian and Chinese Governments.

Sports, Culture and the Environment, the sentinels of the Society

This manner of thinking about and offering sport in relation to the local territory has allowed the association to implement a series of activities which combine elements to enhance environmental sensitivity alongside with the pure entertainment value of the sport.

Sports have always been treated by MAR not just as a tool for growth and social integration, but also as a tool which can raise awareness of the area and get the younger generation involved in cultural and environmental issues. They also provide an introduction to the artistic, cultural and architectural heritage, making an innovative reading of the territory ecosystem possible, and accessible.

Relationships with Schools and Universities

The popular vocation of the MAR association found Universities and the research world to be a natural partner more than an obligatory reference.

Some of the Universities and Institutes part of the MAR Association:

ISPRA Istituto Superiore per la Protezione e Ricerca Ambientale (www.isprambiente.gov.it/)

CINFAI Consorzio Interuniversitario Nazionale Per La Fisica delle Atmosfere e Idrosfere Planetarie (20 Universities) www.cinfai.it

LA SAPIENZA Rome city University <https://www.uniroma1.it/en/pagina-strutturale/home>

LA BICOCCA Milan City University <https://www.unimib.it/unimib-international>

LA TUSCIA Viterbo city University <http://www.unitus.it/en>

Many professional Institutes at undergraduate level.

MAR has chosen to build a link between scientific research, students in compulsory education and professional communication, setting up a path combining the methodological rigour of the academic world, young people's predisposition for direct/visual learning, and the summary skills required for journalistic communication. MAR wishes to offer its interlocutors a system of communicating vessels, or rather an infrastructure which is able to correct a path (thanks to the direct countercheck the interaction and connectivity which multimedia communications make possible) which would otherwise have suffered the encumbrances and rigidity which for too long penalised not just the scientific community, but the world of research first and foremost. The need for scientific dissemination thus led to the creation of a virtuous circle between communicators, researchers and students, easily capturing the attention of both public opinion and institutions, producing direct effects which can be measured at a local level.