

## **Priority Axis 2 – Sustainable Region – Eligible topics**



### **S.O. 2.1 “Valorisation and preservation of natural and cultural heritage as growth assets in the ADRION area”**

**2° call for proposals PA 2 National info day  
Ljubljana, 16 April 2018**

## ADRION 2<sup>nd</sup> call for proposals PA 2 S.O. 2.1: SWOT analysis

### Cultural heritage

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Programme area is one of the richest and attractive regions in Europe in terms of cultural diversity and cultural offer, thanks also to its roughly 50 UNESCO sites;

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The level of valorisation, preservation and accessibility of cultural heritage highly differs among ADRION countries;

### Tourism

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Tourism represents one of the most important growth asset for the ADRION area, thanks to around 7.000 islands, stunning mountains, important rivers, spa&thermal resorts, parks and protected areas;

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Tourism is still mainly limited to coastal areas and marked by a high seasonality.

### Needs of the ADRION area

- Coordination and development of transnational strategies for jointly promoting the ADRION region as a tourist destination, with specific attention to enhancement of quality of life and global attractiveness;
- Proper valorisation of ADRION assets through tourism and an improved management of natural and cultural sites in terms of preservation and sustainable exploitation.

## ADRION 2nd Call for proposals – S.O. 2.1: Programme main challenges

### TOURISM & CULTURAL HERITAGE

- ❑ Right balance between conservation and development of tourism sector based on enhancement of the richness of the nature and cultural landscape;
- ❑ Further exploitation of tourism potential of the area, including less exploited/accessible destinations, market niches and cultural tourism in main towns;
- ❑ Creation of institutional, inter-sectorial and public-private partnerships with a stronger involvement of civil society and a focus on young generations, to contribute to overcome the weak multi-level governance models;
- ❑ Increase of knowledge and skills of tourism stakeholders towards sustainable and innovative tourism models.

### SUSTAINABILITY

- ❑ Promotion of sustainable policies for the protection and enhancement of natural and cultural resources;
- ❑ Creation of innovative, high-quality tourism products and services with light ecological footprint;
- ❑ Management of the increased consumption of resources and energy by tourists and identification of common tools to measure the impact of tourism activities in terms of emissions and waste and land use;
- ❑ Management of tourism seasonal peaks to avoid congestion by providing a more integrated ICT – ITS mobility services.

## ADRION 2nd Call for proposals - S.O 2.1: eligible topics

**1**

**Preserve, capitalise and innovate cultural and natural heritage**

**2**

**Monitor, evaluate and mitigate environmental and social pressure for and by tourism**

**3**

**Develop sustainable tourism by reducing pollutant agents**

Each project proposal must address:

**1 S.O.** (2.1 OR 2.2)  
**1 topic** among those of the selected S.O.

**2 topics** among those of the selected S.O only on provision of **proper justification**

Choice among the compulsory sub-topics of the selected topic is free, upon the characteristics and thematic goal of the project proposal.

## ADRION 2nd Call for proposals - S.O 2.1: Topic 1 and compulsory sub – topics

### Preserve, capitalize and innovate cultural and natural heritage

1. Increase **competitiveness** through the exchange of practices for improving the collaboration between **tourism and other related sectors**;
2. Promote policies in **mountainous areas** for rural development that integrate both the **conservation** requirements as well as the sustained **welfare of inhabitants**;
3. Develop more **participative interpretation and governance models** through greater involvement of the **private sector** and **civil society**;
4. Development of actions for **raising competencies/skills**, also related to **creative industries**, to support cultural heritage preservation and sustainable tourism;
5. Support the **modernization** of the natural and cultural heritage sector, **raising awareness** and engaging new audiences also through the **digitalization** and the realization of open networks foreseeing the **involvement of young people**;
6. Support the **preservation** of cultural and natural landscapes.

## ADRION 2nd Call for proposals - S.O 2.1: Topic 2 and compulsory sub – topics

### Monitor, evaluate and mitigate environmental and social pressure for and by tourism

1. Set up, test and implementation of **negotiation, mediation, participation and conflict resolution models** in the context of **tourism; culture preservation, local needs** and **economic growth** in the context of **cultural and natural heritage**;
2. Encourage the assessment of the **transnational effects** of fast growing segments such as **cruise tourism**, examining the interlinkages between port facilities, marinas, and other maritime industries and of issues concerning **competition between land and maritime users** in coastal environment.

## ADRION 2nd Call for proposals - S.O 2.1: Topic 3 and compulsory sub – topics

### Develop sustainable tourism by reducing pollutant agents

Development of **sustainable tourism models** focusing on **low carbon, on air quality improvement and decreasing PM and NO2 emissions, low ecological footprint, “slow food”, involvement of young people and volunteers** and other alternative offerings in line with the natural and cultural heritage.

## ADRION 2nd Call for proposals - S.O 2.1: Programme outputs

Programme Output Indicators	Target value (number) (according to the CP)
OI_6c.1_1 Number of supported transnational cooperation <b>networks</b>	20
OI_6c.1_2 Number of <b>strategies and action plans</b> developed in the field of natural and cultural heritage and tourism	30
OI_6c.1_3 Number of <b>small scale investments and demonstration projects</b>	10
COI_2 Increase in expected <b>number of visits</b> to supported sites of cultural and natural heritage and attractions	20.000



## ADRION 2<sup>nd</sup> call for proposals - S.O. 2.1 outputs: hints & warnings



- Each project **MUST** contribute **at least 2 Programme outputs**, to be developed, adopted and implemented within the project lifetime;
- Projects outputs not aligned with the Programme output indicators shall not be positively evaluated;
- Transnational cooperation network is not to be intended as a simple network of project partners but it must be conceived as innovative networks with a transnational character and a long term perspective; pure academic networks and pure research activities shall not be supported;
- Strategies and action plans, small scale investments and demonstration projects must be developed following a transnational approach (e.g. be developed on the basis of a common methodology identified at transnational level, provide a transnational dissemination of the achieved results) and can not be limited to local actions thematically linked with each other but not supported by an effective joint cooperation;
- The increased expected number of visits must be realistic, justified and calculated on a proven methodology.

## ADRION 2<sup>nd</sup> call for proposals - S.O. 2.1: activities not to be funded



**Observatories on tourism** are eligible only if they:

- ensure the widest territorial coverage;
- guarantee the involvement of relevant players from the area;
- avoid overlapping with already funded observatories in the frame of the 1° Call or by different Programmes/ financial sources.

They can be considered as outputs only if they match with Programme output (e.g.: transnational cooperation network), otherwise they must be considered as deliverables.

**Tourist routes** are eligible only if:

- cover the widest possible partnership of the area;
- possibly link inland with coastal areas.



**Mere follow up of already funded projects** will not be funded.

**Locally oriented initiatives**, suitable under CBC Programmes, shall not be supported, unless considered as pilot demonstrating actions.

## ADRION 1st Call for proposals: S.O 2.1 funded operations

314	ADRION 5 SENSES	Innovative tourism marketing strategy and <b>ADRION brand creation</b> through diversification of touristic products based on method of 5 senses sensory marketing. Lead Applicant: Region of Epirus (EL)
496	APPRODI	Alternative and off-season tourism by enhancing the management and the promotion of <b>ancient harbour sites as alternative touristic destinations</b> . Lead Applicant: University of Teramo (IT)
521	SMART Heritage	Promotion of sustainable management, valorisation and innovation through <b>digitalization</b> of the cultural heritage of ADRION countries, reducing the seasonality of the tourism supply. Lead Applicant: ZADRA NOVA Agency (HR)
225	QNest	Valorisation of cultural, traditional and environmental heritage of the area, through the creation of a quality and sustainable tourism <b>transnational brand</b> ; testing of innovative routes. Lead Applicant: University of Salento (IT)
608	Adriaticaves	Exploit the Adriatic Ionian <b>caves as alternative touristic attraction</b> as all year round tourist destination. Lead Applicant: Majella National Park (IT)
753	TOUREST	Support to sustainable tourism policies to increase <b>water efficiency</b> in ADRION coastal areas and reduce the negative impact of tourism on natural heritage. Lead Applicant: Region of Sterea Ellada (EL)

## ADRION 1st Call for proposals: PA 1 and PA 3 funded operations, tackling S.O. 2.1 issues

207	InnoXenia	Setting up a benchmarking system for the creation of a <b>regional innovation system in the tourism sector</b> , through a Tourism Technology Platform and a Tourism Innovation Observatory.	P.A. 1
381	Fost Inno	Enhancement of <b>innovation capacity in sustainable tourism</b> , through development of strategic framework, networking structures and transfer of know how.	
252	SMILE	Strengthen knowledge and operational capacity about <b>mobility (among which tourism flows)</b> of local/regional authorities and test <b>IT solutions</b> based to promote intermodal transport.	P.A. 3
671	INTER- PASS	Enhance the <b>intermodal connections between ports and airports</b> in the Adriatic Ionian Region in order to improve the processing of the passengers during the touristic peak seasons.	