

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE926
Lead partner	Emilia-Romagna Region - Protected Areas, Forestry and Mountains Development Department (PP01)
Output number and title	O.T2.2 - ERR_PAFMD pilot action in the Regional Park of Po Delta
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Federparchi - The Italian Federation of Parks and Nature Reserves (Europarc Italy) (PP07)
Project website	https://www.interreg-central.eu/Content.Node/CEETO.html
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Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

The CEETO project in the Po Delta, and therefore the development of the pilot action, has set itself the objective of extending the seasonality of tourist flows and of the places visited and enjoyed. In fact, from the analyses carried out, from the collection of the visit data and then from the analysis of the strategic visit flows it emerged that these are concentrated in spatial and temporal terms.

The experimental character of the pilot action in the Po Delta is connected to its starting point with respect to the issues addressed by the CEETO project. First of all, the Park has never played a central role in the implementation of tourism strategies because it is attributed with actions of conservation and protection of nature, therefore it does not have the competence to act as a "leader" in this sense. Moreover, the level of participation of stakeholders in similar projects and processes is low and difficult to achieve because the extremely large and fragmented territory complicates the development of stable and lasting relationships, thus representing a novelty as a tool for decision-making and management.

The participatory process has therefore served both as a method of monitoring, as identified in D.T1.2.3, and as a tool to create awareness and collaboration between actors working on the same territory, but who have never had the opportunity to discuss around the same table to achieve the objectives set by the CEETO project to promote sustainable tourism, reducing the negative impacts on nature, thanks to actions consistent with the needs of the territory and tourists.

CEETO has therefore initiated a virtuous process of involvement that has been well received by local stakeholders and that was then capitalized with the candidacy for the European Charter of Sustainable Tourism, which is perhaps the most important result achieved for its economic, social and environmental impact on the territory.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

NUTS regions involved are: ITH56 and ITH57

Investment costs (EUR), if applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The expected impacts and benefits on the territory are many and refer to different aspects. First of all, the monitoring phase, which will continue after the end of the CEETO project, will make it possible to define:

- How many people visit the naturalistic attractions of the territory. In fact, while tourism connected to the seaside tourism has numbers easier to identify, also because it is more consistent, the naturalistic one presents difficulties in counting because it often mixes within other flows.
- In a clear and complete way, the characteristics of the tourists who visit the naturalistic attractions of the Po Delta. In this way it is possible to identify the most suitable strategies and actions to promote and/or better manage them. In fact, knowing your tourist allows you to identify the most effective and efficient actions to achieve the goal of conservation of the environment and biodiversity. Therefore, if more communication and information actions are necessary and towards whom to direct them, if the development of the actions will have to be more oriented towards certain characteristics (families and groups of friends do not have the same needs).

This information is not only useful to the Park for its normal management, but can also be a basis of information for the development of future tourism strategies and public-private partnerships to promote sustainable tourism. The collection of these data will also allow at the end of the five years to have a database to make periodic comparisons about the state of the environment in some sites and then if necessary, take appropriate precautions. At the moment, it is not possible to make this correlation.

Finally, the ECTS application process has been an important benefit, as it has allowed to capitalise on the involvement process started with CEETO and thus facilitate future collaborative actions.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The sustainability and transferability of the pilot action is given by the flexibility of the methodologies used. Briefly, the analysis of strategic visit flows is a tool that allows to adapt to different places and needs, and if replicated allows to have a development of tourist flows on a territory and to adapt to these changes. In fact, the starting idea is to have maps with different scales in order to identify tourist flows present at different levels (from large areas such as a forest, to more specific points such as a church). From designing these flows, a process of discussion on them is also started, which can change according to the needs presented by the subject who carries it out. For example, we have asked for information on the environmental impacts that a given flow generates, in order to prioritise the action included in the Action Plan. Moreover, it is a methodology that can be moved to a territory. So if you take the area of a Park as a reference, the meetings can be held in different places (we have chosen Mesola and Cervia for example) so as to collect and identify the largest number of flows and involve as many stakeholders as possible.

Similarly, questionnaires can be modified to answer different questions and adapt to different needs. In the pilot action of the Po Delta we wanted to have a quick feedback about some elements to define the target of tourists (origin, family / alone / with friends, what activities they have carried out, etc.). However, the questions can be modified to investigate other characteristics (e.g. the availability of spending, or if they stay in a hotel or apartment, ...).

The collection form is also made to be replicated and updated constantly, accessible to all as it is based on a free tool provided by Google.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

Main lessons learned:

- the importance of involving as many stakeholders as possible, with different experience and knowledge of the tourism phenomenon;
- establish permanent relations with stakeholders in order to create mutual trust and effective collaboration;
- consistency between expectations and reality;
- constancy in involvement because the stakeholder is called regularly responds to requests and is more collaborative, on the contrary it will stop participating and it would be more difficult to call him back at that point.

Transnational cooperation allows you to have different points of view on similar issues and therefore different and innovative solutions to address them. In this way, each territory can really capitalize on its experience and bring it outside its borders. Moreover, the cooperation allows to have a greater political weight at local, national and international level about the different instances that we want to carry out.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

At regional and local level there has been no contribution to regulatory instruments and/or regulations, but the Action Plan, which has involved several public and private territorial stakeholders and has been approved by the Park, represents an important stance with respect to the issues addressed by CEETO. All this always in full respect of the roles and tasks attributed to the Park and to other subjects.

Within the framework of the pilot actions and the drafting of the Action Plan, the objective that was tried to pursue was the collaboration between different actors in order to activate positive synergies able to respond to the demands of sustainable development, so among the actions we find for example the creation of birdwatching posts because this is considered for the territory a growing tourist sector looking for equipped places. At the same time, birdwatchers are prevented from running risks for themselves and for bird species.

All the actions and activities foreseen both in the development of the pilot action and in the action plan have not been held any form of discrimination or violation of equal opportunities.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

For more information:

- D.T1.2.3 Handbook of successful and innovative practices for Sustainable Tourism inside Protected Areas
- D.T2.4.3 Report on monitoring workplan
- D.T2.2.3 Action Plan
- D.T2.4.1 Monitoring workplan
- D.T2.5.1 Pilot action final reports