

## Title

### SMART LAND ECONOMY RENAISSANCE

## Axis:

4 - Protecting the environment and promoting resource efficiency (corresponding to thematic objective 6).

## Investment priorities

6(c) - conserving, protecting, promoting and developing natural and cultural heritage.

## Specific objective

4.1: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, European Territorial Cooperation programmes, in the field of the protection and development of natural and cultural heritage.

## Project size

1,5 million of euro

## Co-financing rate

85% ERDF Public bodies and bodies governed by public law from all 28 EU Partner States  
75% ERDF Private non-profit bodies from all 28 EU Partner States

## Deadline

The application has to be submitted online ([www.iOLF.eu](http://www.iOLF.eu)) at the latest by **30 June 2017**, 12PM (midday) CEST (Paris time).

## Period of implementation

1<sup>st</sup> Phase: 24 months  
2<sup>nd</sup> Phase: 24 months.

## Provisional Partnership:

Nr.	Country	Name	Status
1	IT	Sviluppumbria spa	Confirmed
2	PT	Managing Authority of Lisbon	Confirmed
3	GR	Managing Authority of South Aegean / Peloponnese / Thessaly	Contacted
4	SI	Municipality of Grosuplje	Confirmed
5	UK	T.B.I.	
6	FR	T.B.I.	
7	DE	T.B.I.	

## Provisional Budget per partner

150/180.000 euro

## Introduction

Natural disasters such as earthquakes, floods, typhoons, and hurricanes inflict serious damage and so seem to be bad for the economy. For local economy, natural disasters destroy tangible assets such as buildings and equipment, but affect even more territorial image, jeopardizing territorial tourism attractiveness.

The emotional, physical, and financial effects of these disasters can be felt for years to come and have a damaging effect on tourism in the region. After disaster strikes, a destination might not be able to accommodate guests due to the destruction of infrastructure, or guests may cancel reservations since they know their vacation might not be what they imagined it to be.

From the time after a disaster strikes to even years later, people may associate a region with the disaster. This can be a deterrent for tourists, as they might assume a region hasn't recovered yet or they don't want to be somewhere a disaster has previously struck. Additionally, natural disasters can do extensive damage to the natural environment.

Floods and storms can knock over trees, earthquakes can destabilize mountainsides, lakes and rivers. Without certain natural features, a region can be undesirable to tourists. Since tourists are on vacation for their own personal enjoyment, they can seek a different destination that hasn't seen destruction and still have a great vacation.

Overall, natural disasters are frightening occurrences that have reverberating negative effects. In regions where tourism is the dominant industry, the lack of money from tourists can be as damaging as the destruction caused by the disaster.

The project will exchange experiences between different regions in Europe with the aim of improving policies aimed at boosting territories affected by a disaster in terms of dealing with the aftermath: image building, support to local economic activities, relaunch of tourist attractiveness of these territories.

The partners represent different territories affected by these kinds of disasters all over Europe, sharing common challenges into promoting re-valorisation models of the attractiveness of these territories. Activities will focus on identifying different instruments to support the relaunch of these territories from the economic point of view through the sustainable exploitation and valorisation of natural and cultural heritage and on researching sustainable models of management and promotion that can be shared in different contexts.

The exchange of experiences method will be based on a review of existing policy tools and identification of case studies. The result of the interregional exchange process, lasting 24 months during Phase 1 of the project, will be conveyed in local Action Plans, that will indicate possible improvements to be integrated in existing strategies and policy instruments.

Lead by Sviluppo Umbria, Regional Development Agency of Umbria IT (with over 15 years of experience in EU cooperation projects), the proposal is sent to potential partners who will ideally represent a variety of public bodies, agencies and non-profit private bodies coming from different EU Countries, and will share the results with local stakeholder groups that will be identified among public bodies, pressure groups, private companies, associations and community representatives,

and with the MAs and Institutions involved in implementing the policies and will ensure monitoring of the Action Plans over the 2-year period Phase 2 of the project.

Priority will be given to partners who are MA of ESI funds dealing with local economic development, natural and cultural heritage conservation and promotion.

## Actions

The follow draft is to be considered a first road map of actions going to be better developed in next versions.

### SEMESTER 1

#### a) Exchange of experience

Within the 1st semester of implementation all partners will collaborate on sharing a common approach on all the next activities of the project. It will be defined; 1) the methodology for implement the surveys; 2) the indicators for benchmark the experiences detected and analysed within surveys and 3) the main steps leading to the definition of the Action Plan. The relevant stakeholders will be involved into the actions since the beginning of project.

Surveys and benchmarking will begin as soon the basic approach will be shared among partnership.

1/2 transnational meetings and/or study visits among experts, stakeholders and project operators.

#### b) Communication and dissemination

A communication strategy of project will be defined and a communication plan will be drafted to be followed along the project. ICT tools and social networks will be particularly exploited. Main communication tools will be: flyers, posters and informative material on consumable and on the web.

It will be implemented 1 event per territory for awareness raising and local communication and several meetings and seminars will be organised with relevant stakeholders, such as Las, Parks and protected areas, NOGs active in natural and cultural heritage protection and valorizations, associations of citizens, enterprises (in particular those active in Cultural and Creative Industry as well as in natural and cultural tourism), experts in communication and e-culture.

#### c) Project management

Setting-up of Steering Committee, appointing of internal and external staff and the main roles of project-management: Project Coordinator, Financial and Communication Managers. Executive planning of activities for the next six months of implementation. Adoption of managerial and monitoring tools. Subscription of the Partnership Agreements.

At the beginning of the project it will be organised the Kick-off meeting. It will be opened a Dropbox domain for documents exchanges and virtual storing.

### SEMESTER 2

#### a) Exchange of experience

Surveys and benchmark will continue in this semester.

On the basis the common methodology, each partner will organise a set of technical restricted meetings on the territory with specific sub-groups of stakeholders, representing each on key aspect of the domain of project. The aim is to concentrate the major efforts of project time after time on a specific item and, in a second moment, to operate a synthesis of data gathered. Opinion polls will be processed too.

A first draft of the Action Plan (to be developed and monitored within the 2<sup>nd</sup> phase of the project) and submitted to a peer review of partnership.

An improved and fine tuned draft of Action Plan will be the main output of the semester.

1/2 transnational meetings and/or study visits among experts, stakeholders and project operators.

#### b) Communication and dissemination

In parallel with mentioned 1/2 meetings, it will be also presented the project to public and press conferences will be implemented.

**c) Project management**

Regular implementation of managerial and finance issues. Executive planning for next six months.

Processing of 1 SC Meeting

## SEMESTER 3

### **a) Exchange of experience**

The Action Plan developed in the previous semester will be further fine tuned through a public consultation with local stakeholders in each area involved. The exact structure of this action has to be still developed. At the moment it is possible to envisage the implementation of restricted meetings with specific groups of stakeholders, and the processing of participative activity involving in the debate also a larger public, not necessary experts on the domain of project, but, nevertheless, interested on the impact of the policy on its life. This actions are also strictly linked with the communication actions.

At the end of this process a Consolidate Action Plan will produced, taking into account the elements born by the public consultation.

1/2 transnational meetings and/or study visits among experts, stakeholders and project operators.

### **b) Communication and dissemination**

In parallel with mentioned 1/2 meetings, it will be also presented the project to public and press conferences will be implemented. Organisation of events in each area concerned. The approach (to be developed) must be innovative and of great impact. ICT, digital and new performing arts have to be exploited. The aim is to attract to project and to debate on the natural and cultural heritage, its protection and valorization.

### **c) Project management**

Regular implementation of managerial and finance issues. Executive planning for next six months.

Processing of 1 SC Meeting

## SEMESTER 4

### **a) Exchange of experience**

This is the last semester of the 1<sup>st</sup> phase of project. The output will be the definitive Action Plan ready to be implemented by the Managing Authority within the 2<sup>nd</sup> phase of project. Furthermore partnership will define the executive plan of the monitoring activities on the implementation of the Action Plan.

On the basis of an agreed calendar, several technical meetings between project operators and the concerned Managing Authorities will be implemented. The aim is to stress the Action Plans and make them in full compliance with the already existent policy instruments and other strategies and policies linked with project themes.

At the end of this process, the Final Action Plan will be produced, together an executive plan on how to implement step by step the Plan in the future.

In parallel it will be defined the features of the monitoring actions to be implemented in the 2<sup>nd</sup> phase of the project.

1/2 transnational meetings and/or study visits among experts, stakeholders and project operators.

### **b) Communication and dissemination**

In parallel with mentioned 1/2 meetings, it will be also presented the project to public and press conferences will be implemented. Partners agree a Dissemination Strategy to be implemented within the 2<sup>nd</sup> phase and aimed at spreading the project's experience beyond the subjects already directly involved.

### **c) Project management**

Regular implementation of managerial and finance issues. Executive planning for the monitoring activity to be implemented within next six months.  
Processing of 1 SC Meeting.

#### CONTACT PERSON

If interested, please contact:

**Mrs. Chiara Dall'Aglio**

Sviluppumbria S.p.A.

[c.dallaglio@sviluppumbria.it](mailto:c.dallaglio@sviluppumbria.it)