

Meetings with local operators for the construction of the Po Delta district



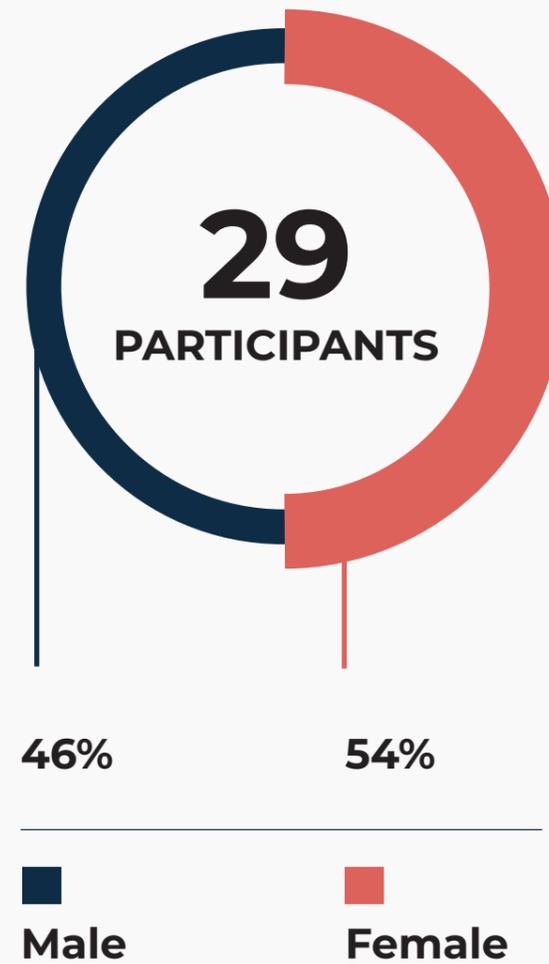
Regione Emilia-Romagna, with the support of Unione dei Comuni della Bassa Romagna, and CAST - University of Bologna

5 February 2026 - Museo d'Arte della città di Ravenna



The Objective

VALUE PLUS, a European project funded by the Interreg Italy–Croatia Programme, has launched a series of meetings with local operators to establish the Po Delta Tourist and Cultural District. The aim is to strengthen collaboration between public bodies, tour operators and local stakeholders, promoting the Delta’s natural and cultural heritage through a model of sustainable and accessible tourism.



A total of 29 people participated in the meeting (16 in person and 13 online), including 16 women and 13 men, reflecting the inclusive and collaborative spirit of VALUE PLUS.

The Location

Museo d'Arte della città di Ravenna



Interventions

Roberto Cantagalli

Municipality of Ravenna, Lead Partner of the Value Plus

The Po Delta Cultural District – An integrated approach

Elisa Ulazzi

Municipality of Ravenna, Lead Partner of the Value Plus

The action plan model

Patrizia Battilani

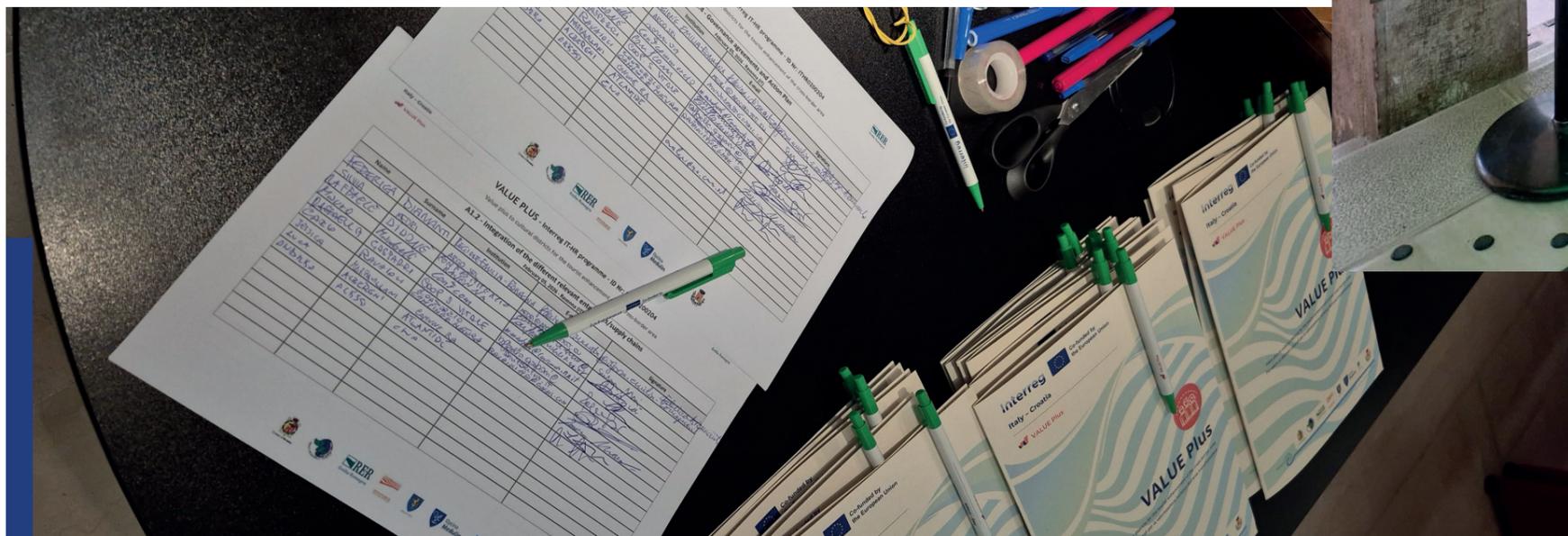
CAST, University of Bologna

Focus group activity aimed at sharing objectives, gathering proposals and identifying action plan activities.

Chiara Astolfi

Director of Visit Romagna

Integrated Marketing Plan for the Po Delta

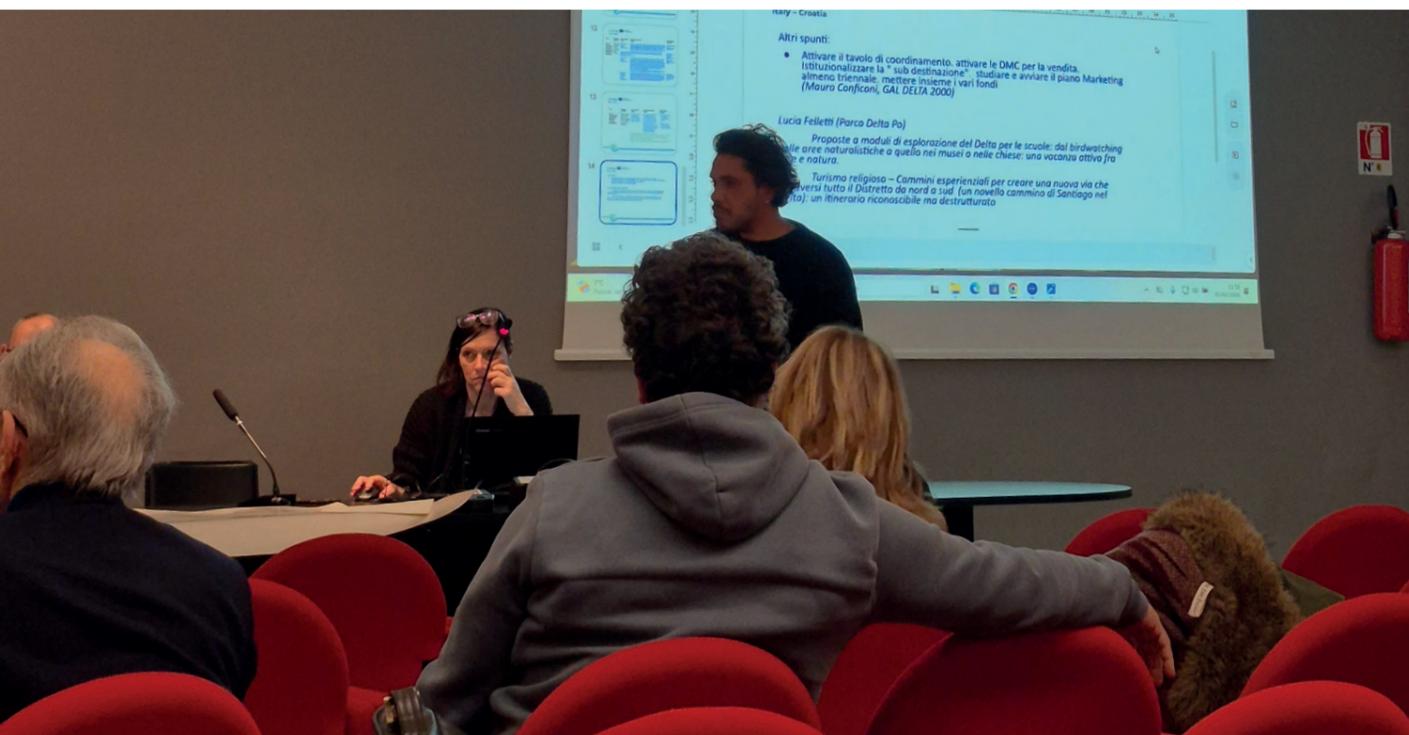


The Event

Roberto Cantagalli

Roberto Cantagalli introduced the Po Delta Cultural District as a strategic framework for territorial development within the VALUE PLUS project. His intervention outlined the district as an integrated system bringing together natural heritage, cultural assets, tourism, and local economies, with a strong focus on sustainability and innovation. The presentation highlighted the role of governance in coordinating different actors and levels, framing the district as a tool to strengthen territorial coherence and support shared development paths across the Po Delta area.



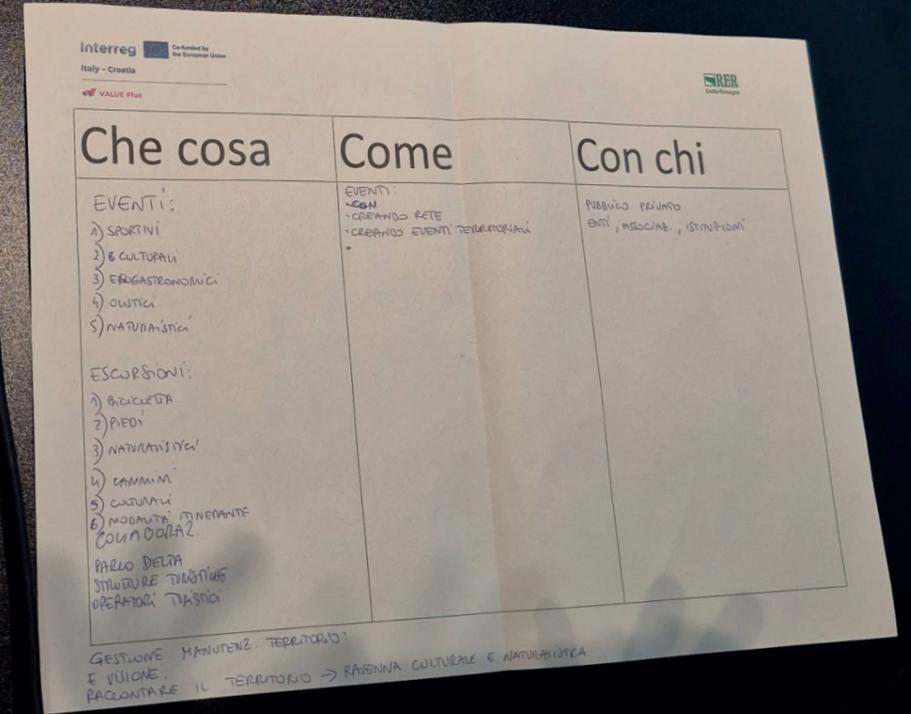
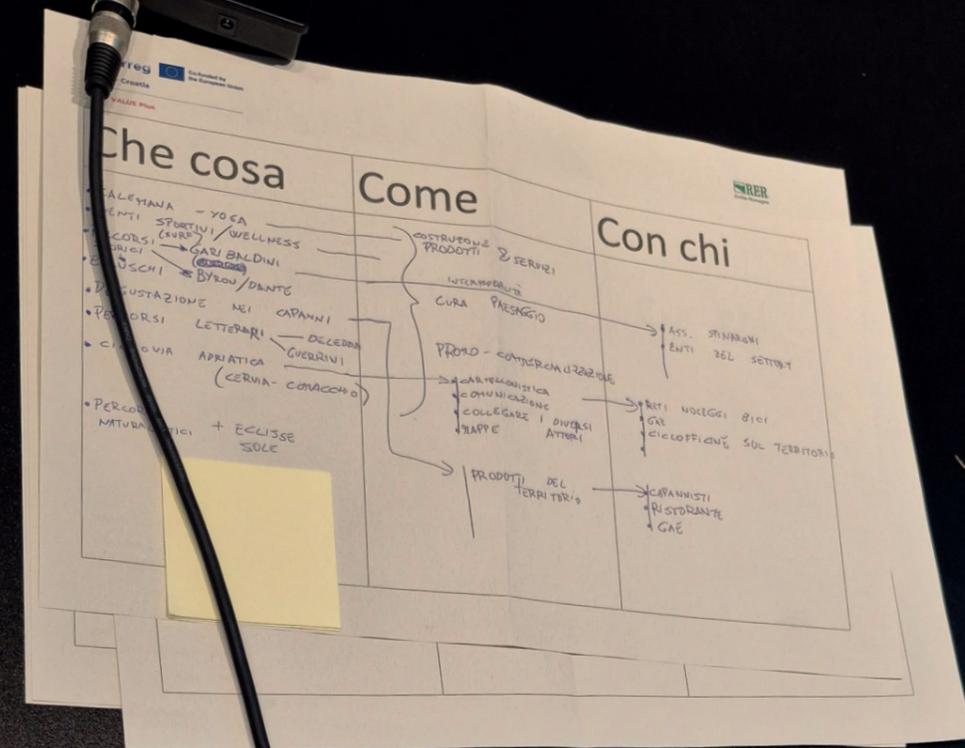


Elisa Ulazzi

Elisa Ulazzi presented the Action Plan model for the Po Delta Cultural District, framing it as a practical and flexible tool to guide the district-building process. Her intervention outlined how the Action Plan is structured around an initial analysis and a set of strategic axes, supporting the identification and organisation of concrete actions. The presentation emphasised the value of a shared framework that can be developed with local stakeholders, ensuring coherence between objectives, proposed activities, and the governance approach promoted by VALUE PLUS.

Patrizia Battilani

Patrizia Battilani led the second part of the meeting through a focus group activity supporting the development of the Po Delta Cultural District Action Plan. Her contribution guided participants in sharing priorities, collecting proposals, and identifying concrete actions to be included in the plan, encouraging dialogue among local operators and stakeholders. The activity provided a structured space for discussion, also involving online participants, with the aim of translating inputs from the group into elements that can inform the next steps of the Action Plan process within VALUE PLUS.



Chiara Astolfi

Chiara Astolfi closed the meeting with a contribution on the unified Marketing Plan for the Po Delta, highlighting the link between governance, tourism products, and promotion. Her intervention focused on the importance of a coordinated approach to territorial marketing, supporting a shared positioning and communication strategy for the area. The presentation connected the marketing perspective to the district-building process discussed during the meeting, emphasising the role of promotion in strengthening the Po Delta's visibility and attractiveness within a coherent framework.



Conclusions and next steps

The Municipality of Ravenna, as Lead Partner of the VALUE Plus project, together with the Emilia Romagna Region, closed the meeting by highlighting the value of the participatory process and the contributions provided by local operators and stakeholders.

It was confirmed that the inputs collected during the day, especially through the focus groups, will support the further development of the Po Delta Cultural District Action Plan and the definition of governance agreements, within a co programming and co design approach between public and private actors.

The next steps include consolidating the contributions, advancing work on strategic axes and priority actions, involving additional stakeholders, and strengthening interregional coordination between Emilia Romagna and Veneto, with the shared goal of building a common vision and operational tools for a sustainable and integrated district model.



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