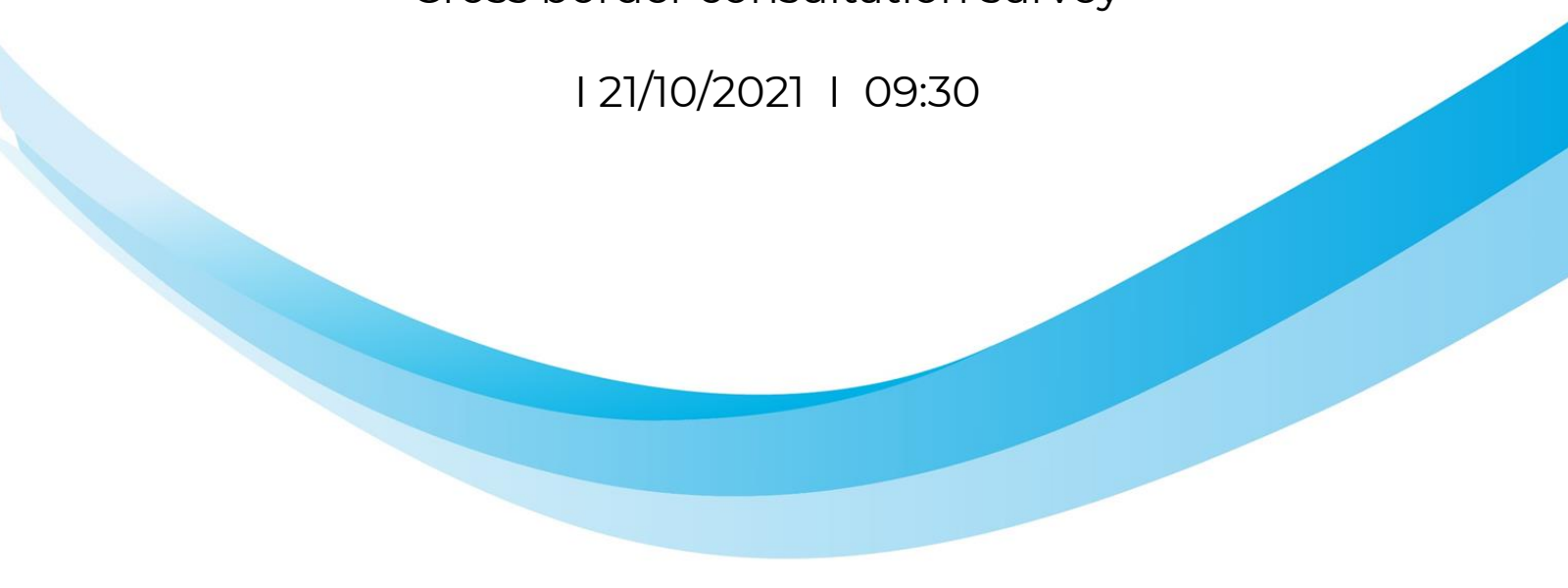


Programme 2021-2027 Interreg VI Italy-Croatia

Cross border consultation survey

| 21/10/2021 | 09:30



PART 3

INTERREG VI A ITALY-CROATIA 2021- 2027 PROGRAMME'S EXAMPLE OF ACTIONS AND TARGET GROUPS

PO 1

SO 1.1 Developing and enhancing research and innovation capacities and the uptake of advanced technologies

Challenge 01: Building on the strong research capacities to activate dynamics of technological transfer especially for the sectors of the Blue Economy, through a stronger dialogue of the quadruple helix actors and attracting the available private and public financial resource for R&D

Result 1 - Improved performances related to applied research and technological transfer also through a stronger collaboration among quadruple helix actors

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions, research centers, private companies, entrepreneur and business support organizations, Civil society organizations (CSOs)

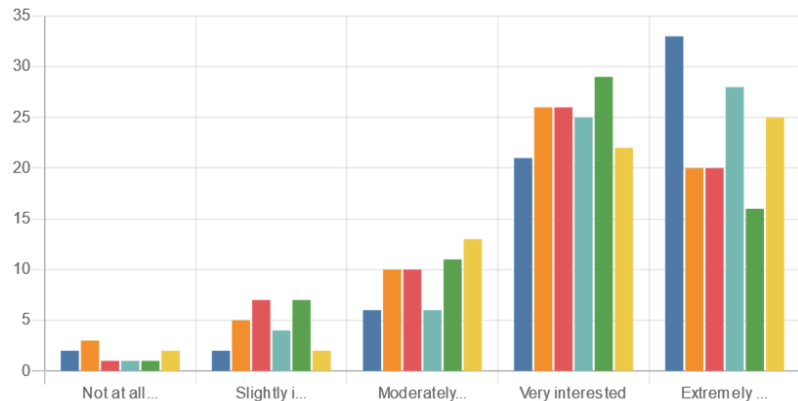
ACTION 1 - Supporting common industrial pre-feasibility studies for new products applications and territorial/marine monitoring systems

ACTION 2 - Promoting synergies with other ETC Programs, Horizon Europe and LIFE in order to facilitate the engagement of relevant innovation players in EU

ACTION 3 - Promoting applied research and technological transfer through a stronger cross-border collaboration among quadruple helix actors, especially in blue economy sectors, circular economy practices and digitalization

ACTION 4 - Providing ICT services and web/cloud facilities for private companies to jointly improve the access to research and advanced technologies

ACTION 5 - Promoting a cross-border innovation ecosystem through long-term cooperation agreements among the relevant actors of the quadruple helix approach



Suggestions on the proposed actions and target groups:

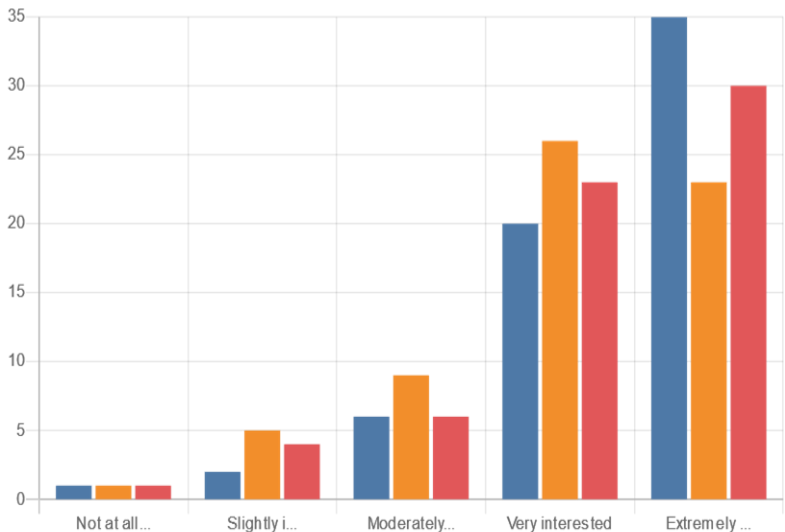
- Improvement of Knowledge in Hydrogen fuel cells for navigation
- The health status assessment of marine environments is difficult due to lack of data. For this reason, in action 1, I would put a strong accent on the development of marine monitoring systems
- The higher attention should be paid to the participation of academia institutions (etc.), as their participation has to be clearly dedicated to applied research
- Focus on Artificial Intelligence
- As target groups: chambers of commerce to be added
- Support in the form of allocation of funds directly to entrepreneurs with the aim of improving and enhancing their business and competitiveness (eg development of new products, services)

SO 1.1 Developing and enhancing research and innovation capacities and the uptake of advanced technologies

Challenge 02: Attracting and maintaining a higher number of young researchers in the system by widening career perspectives towards market-oriented research and cross-border research projects

Result 1 - Increased number of researchers employed in the private sector and STEM PhD students

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions, research centers, private companies, entrepreneur and business support organizations
	ACTION 1 - Facilitating cross-border mobility of researchers through cooperation agreements among Italian and Croatian institutions for shared research scholarships
	ACTION 2 - Implementing joint research on emerging market needs and new business opportunities, mainly in the blue economy sectors, fostering the attraction of public/private investments and increasing number of researchers in the private sector



Suggestions on the proposed actions and target groups:

- Foster the creation of international PhD schools or industrial doctoral network
- Not only researchers coming from academia should be targeted but also high school students
- Promote development of entrepreneurship among students and researchers

SO 1.4 Developing skills for smart specialisation, industrial transition and entrepreneurship

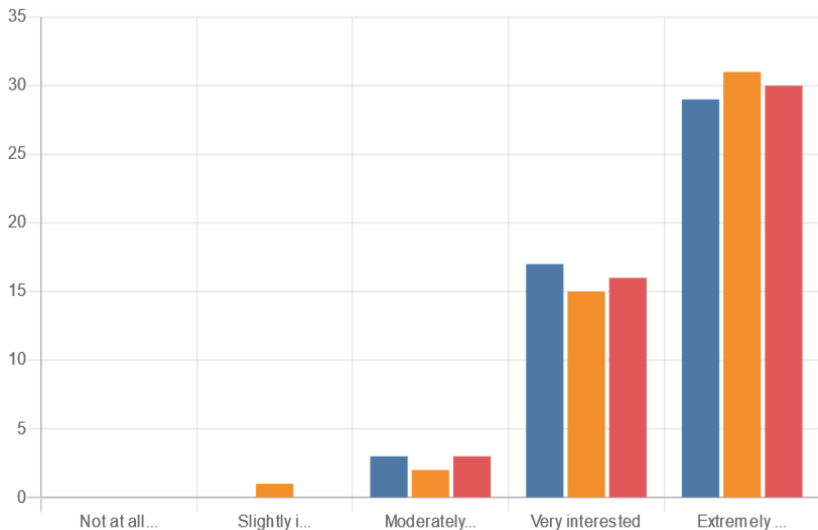
Challenge 06: Strengthening the SMEs through increased collaboration practices and support to innovation in competitive domains

Result 2 - Strengthened innovation capacities of SMEs, especially in Blue economy domains

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions, research centers, SMEs, entrepreneur and business support organizations

ACTION 1 - Enhancing entrepreneurial capacities to foster innovation in products and processes, also through the promotion of collaboration with cultural/creative industries and the development of new sustainable technologies/ circular economy approach

ACTION 2 - Building or reinforcing transformation and digitalization skills of SMEs and their networks, in order to boost innovation mainly in blue economy sectors and adopting circular economy practices



Suggestions on the proposed actions and target groups:

- Vocational training organisations must be included in the target groups
- Explore the use of waste-fiberglass for new purposes
- I suggest involving VET stakeholders as interlocutors
- Support SMEs in relation to their green transition (greening of strategies, processes and products)
- As target groups: chambers of commerce to be added
- Support in the form of allocation of funds directly to entrepreneurs with the aim of improving and enhancing their business and competitiveness (eg development of new products, services)

SO 1.4 Developing skills for smart specialisation, industrial transition and entrepreneurship

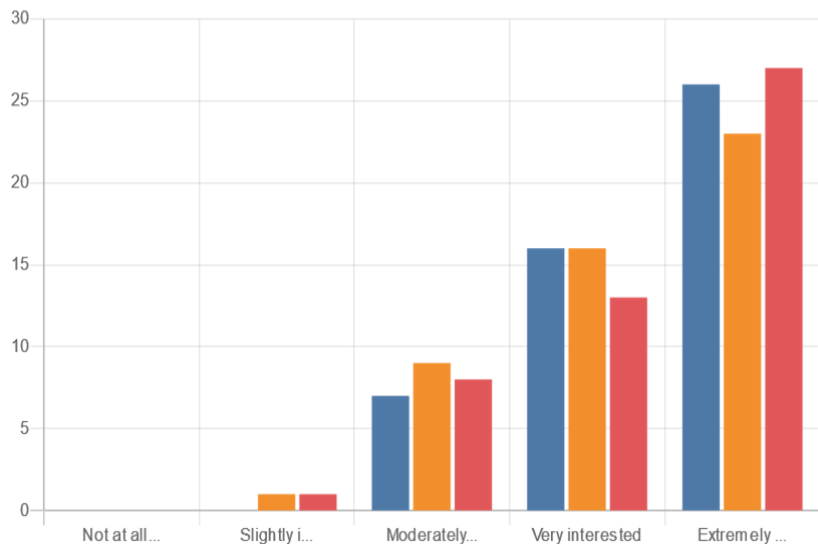
Challenge 06: Strengthening the SMEs through increased collaboration practices and support to innovation in competitive domains

Result 3 - Increased internationalization capacities of SMEs, especially in Blue economy domains

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, SMEs, entrepreneur and business support organizations, Civil society organizations (CSOs)

ACTION 1 - Developing and consolidating entrepreneurial skills referred to internationalization and the capacity to attract foreign investments and/or to jointly promote products and services on international markets

ACTION 2 - Supporting SMEs to develop the needed skills to access market intelligence services for exploring emerging opportunities and to develop innovative business concepts in order to comply with international markets' needs



Suggestions on the proposed actions and target groups:

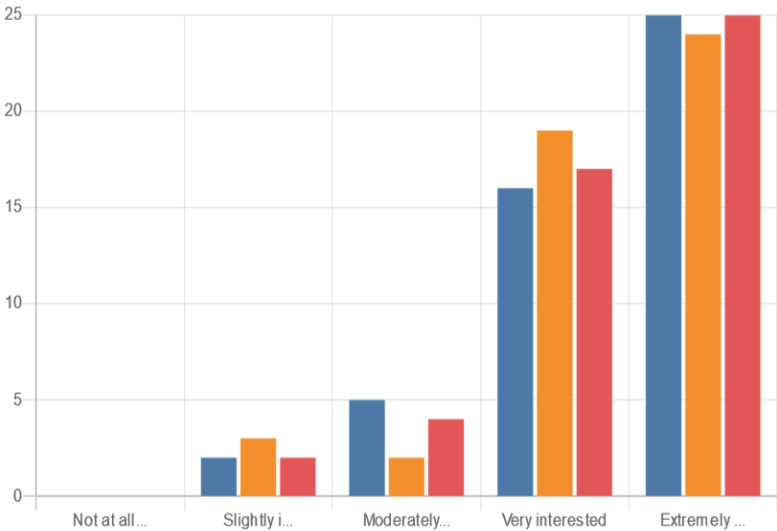
- Vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- The implementation of the strategic project, which consists of links between SMEs and institutions and organizations (scientific research), would create opportunities for the creation of larger and serious cross-border actions through which SMEs on both sides of the border would be able to apply for projects for EU structural and investment funds that stimulate research, development and innovation.
- improvement of the charter-yachting market
- I suggest involving VET stakeholders as interlocutors
- Support formation of clusters.
- as target groups: chambers of commerce to be added
- Support in the form of allocation of funds directly to entrepreneurs with the aim of improving and enhancing their business and competitiveness (eg development of new products, services)

SO 1.4 Developing skills for smart specialisation, industrial transition and entrepreneurship

Challenge 7: Intensifying the smart specialization governance processes, with more focused priorities on which investing with policies for human resources knowledge and for business initiatives

Result 1 - Higher consistency of smart specialization strategies, with a major focus on the maritime dimension of the Programme area

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions, private companies, entrepreneur and business support organizations, Civil society organizations (CSOs)
	ACTION 1 - Fostering the setting-up of cross-border knowledge hubs to stimulate dialogue and increase cooperation in the common areas of expertise of smart specialization strategies
	ACTION 2 - Fostering the diffusion of new approaches to the use of technology and applied research for transformative change in SMEs



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- as target groups: chambers of commerce to be added

SO 1.4 Developing skills for smart specialisation, industrial transition and entrepreneurship

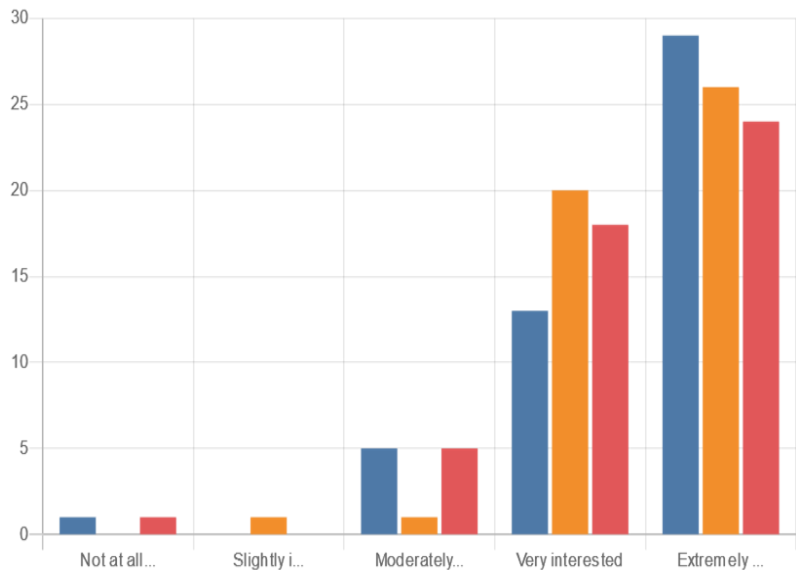
Challenge 7: Intensifying the smart specialization governance processes, with more focused priorities on which investing with policies for human resources knowledge and for business initiatives

Result 2 - Higher preparedness of businesses for smart specialization in terms of qualified human capital and appropriate entrepreneurial skills mainly in the Blue economy domains

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic and education institutions, research centers, private companies, entrepreneur and business support organizations, Civil society organizations (CSOs)

ACTION 1 - Supporting cross-border initiatives, training programmes and mutual learning (know-how and best practices) in order to qualify human capital and to improve entrepreneurial skills in common smart specialization domains, with special focus on blue and green skills, ICT skills and digital transition

ACTION 2 - Boost entrepreneurial skills of graduates in order to facilitate their entry into labour market and the added value in innovation and smart specialization capacities for the private companies they join



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- I suggest involving VET stakeholders as interlocutors
- as target groups: chambers of commerce to be added

PO 2

SO 2.4 Promoting climate change adaptation and disaster risk prevention, and resilience, taking into account eco-system based approaches

Challenge 12: Improve the knowledge base for climate change monitoring and adaptation, and coordinate methodologies, processes and resources

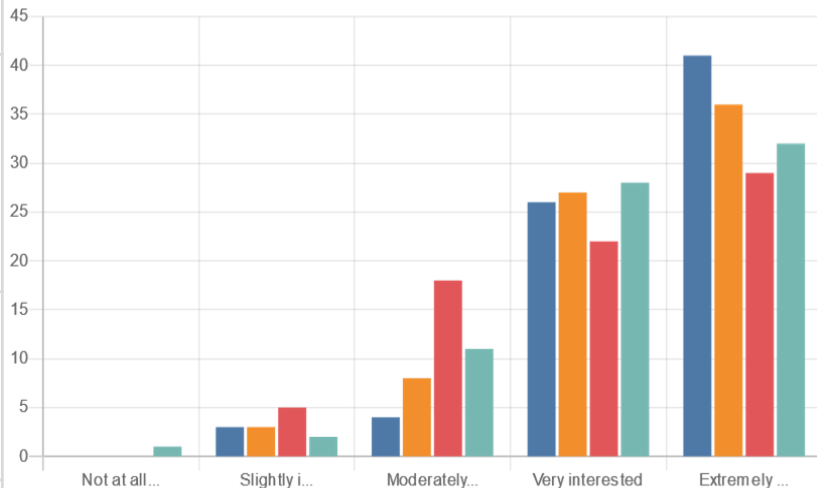
Result 1 - Sharing of methodologies and approaches to define new or improved adaptation strategies

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions and research centers, private companies, Civil society organizations (CSOs)

ACTION 1 - Promoting cooperation between public authorities, research institutions and private companies in order to take advantage of new scientific results and multidisciplinary research to improve observation of climate change effects and plan and define the related adaptation strategies in line with 2030 Agenda for Sustainable Development and with the European Green Deal

ACTION 2 - Studying and testing integrated climate-adaptation solutions for different domains/target groups of population and enhancing the definition of common datasets on atmospheric parameters for climate analysis and impact assessment or improving the usability of existing ones

ACTION 3 - Exchanging good practices to monitor, manage, mitigate and support the adaptation to climate change effects on the most relevant economic sectors



Suggestions on the proposed actions and target groups:

- Prevent the effects of exceptional storms and sea water level rise
- target groups: locals, tourists, people with special needs, unemployed local authorities, public institutions, CSO... projects that will contribute to sustainable tourism, reduction of CO₂, reduction of pollution by suspended particles from landfills, reduce the risks of flooding and heavy rains

SO 2.4 Promoting climate change adaptation and disaster risk prevention, and resilience, taking into account eco-system based approaches

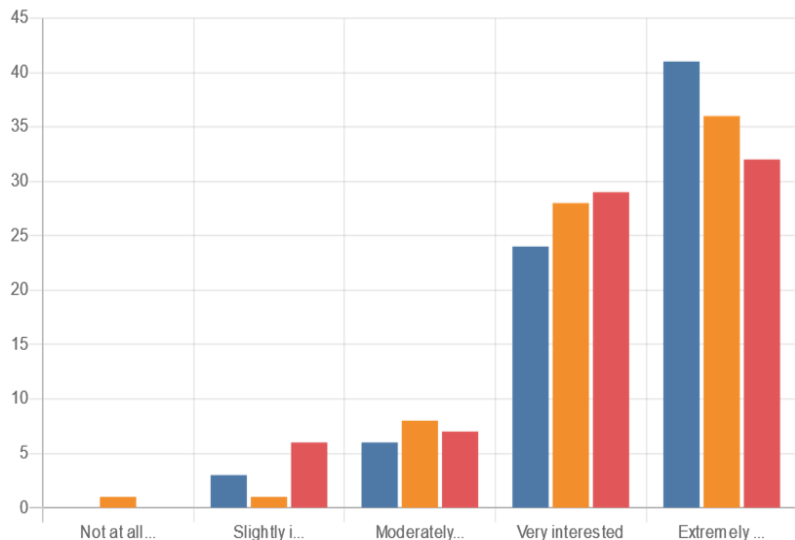
Challenge 12: Improve the knowledge base for climate change monitoring and adaptation, and coordinate methodologies, processes and resources

Result 2 - Increased effectiveness of joint monitoring systems

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions and research centers, private companies, Civil society organizations (CSOs)

ACTION 1 - Encouraging the development or capitalization of data gathering tools (i.e. sensor systems, web-based platforms) and small-scale infrastructure for observing climate change effects, especially where monitoring systems are absent at cross-border level

ACTION 2 - Promoting networking activities and exchanges in order to define common indicators and increase the usability of existing database



Suggestions on the proposed actions and target groups:

- Local, institutions and agencies, academic institutions and research centers, civil society organizations, installation of air pollution measurement stations at the local landfill and a web platform for publishing all data so that the public has all the information. Collaborate with cities that can share examples of good practice

SO 2.4 Promoting climate change adaptation and disaster risk prevention, and resilience, taking into account eco-system based approaches

Challenge 12: Improve the knowledge base for climate change monitoring and adaptation, and coordinate methodologies, processes and resources

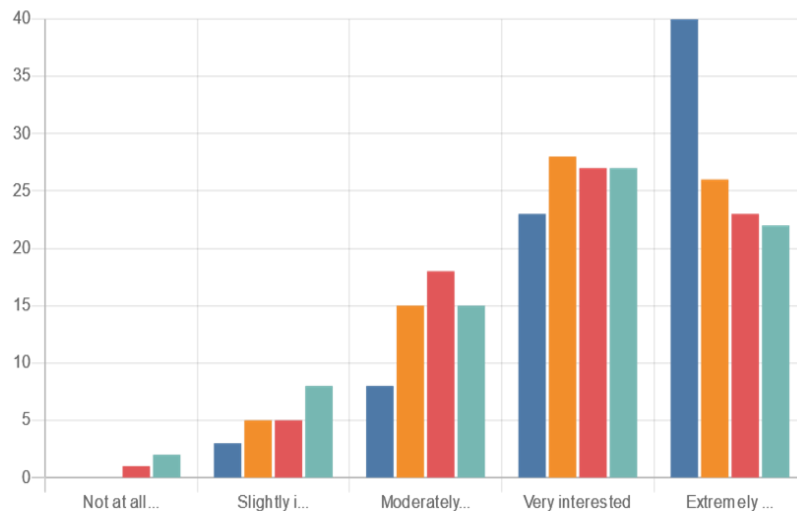
Result 3 - Improved awareness about climate change effects on natural and cultural heritage and on local economic activities

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic and education institutions, research centers, private companies, Civil society organizations (CSOs)

ACTION 1 - Developing training courses for policy makers and general service providers on relevant topics linked to climate change and its consequences in order to better design new policies and promoting workshops/seminars dealing with new sustainable and adaptive climate smart models

ACTION 2 - Integrated cross-border community-based initiatives aiming at fostering active awareness about anthropogenic changes on local ecosystems and related adaptation measures

ACTION 3 - Students and teachers' exchanges aimed at developing common projects on climate change adaptation



Suggestions on the proposed actions and target groups:

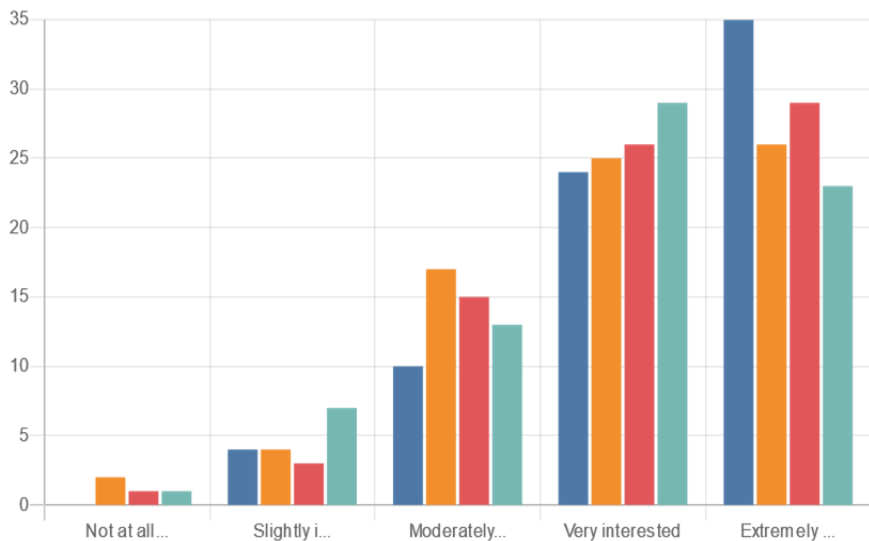
- Not only climate change induced risks but also other risks can put in danger the economy and wellness of the society
- Projects that will reduce the use of plastic, so that plastic does not end up in the sea and in fish. Products need to be developed which will be environmentally friendly and which will replace plastic. Workshops would be held on the use of waste plastic that divers emerged from the sea and children found on the beaches. target groups local, and educational institutions, civil society organizations (CSOs) locals, students.

SO 2.4 Promoting climate change adaptation and disaster risk prevention, and resilience, taking into account eco-system based approaches

Challenge 13: Improve the effectiveness of all the phases of the civil protection process (assessment, monitoring, alert, reaction, reconstruction) through more intense cooperation

Result 1 - Improved efficacy of risk prevention systems

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions and research centers, civil protection bodies and emergency services, Civil society organizations (CSOs)
	ACTION 1 - Improving digital competences, fostering the use of new monitoring technologies and tools and reinforcing exchange of data to increase safety and risk forecasting capacities
	ACTION 2 - Increasing climate resilience of cultural/natural heritage sites developing and implementing disaster risk reduction policies and actions in local and regional development plans
	ACTION 3 - Promoting joint tools and standardized procedures to prevent disasters related to economic activities



Suggestions on the proposed actions and target groups:

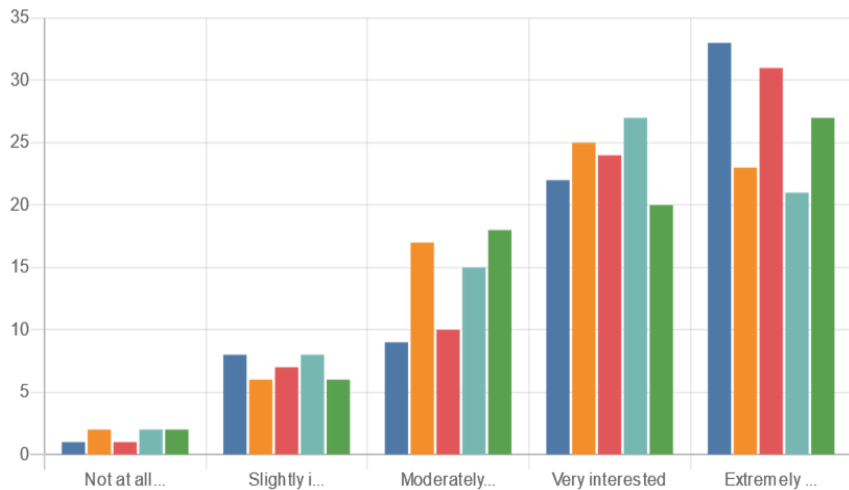
- The group should include Research institutes and academy, as well as Civil protection departments but also environment and cultural regional agencies, to coordinate common actions
- Projects that will enable the creation of rain gardens, retentions, in order to avoid floods at high tide and heavy rains, which are becoming more frequent. Equip civil protection and firefighters with the necessary equipment, especially rescue equipment at sea. target groups local, regional, national authorities and other public institutions of civil protection bodies and emergency services, civil society organizations (CSOs).

SO 2.4 Promoting climate change adaptation and disaster risk prevention, and resilience, taking into account eco-system based approaches

Challenge 13: Improve the effectiveness of all the phases of the civil protection process (assessment, monitoring, alert, reaction, reconstruction) through more intense cooperation

Result 2 - Improved management of emergencies linked to extreme meteorological phenomena, natural hazards or other disasters related to human activities

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions and research centers, civil protection bodies and emergency services, Civil society organizations (CSOs)
	ACTION 1 - Reinforcing cooperation between local authorities and non-governmental organizations to define and apply integrated emergency/rescue plans
	ACTION 2 - Developing standardized early warning systems, contingency planning and decision support tools (also for uncertainty management processes), especially through new technologies and robotics, and financing small scale infrastructure to face natural disasters and other hazards
	ACTION 3 - Developing cross-border agreements for accelerating mutual supply of goods/equipment for the management of the first phases of the emergency/recovery
	ACTION 4 - Exchange of good practices to increase post disaster management capacities of relevant actors



Suggestions on the proposed actions and target groups:

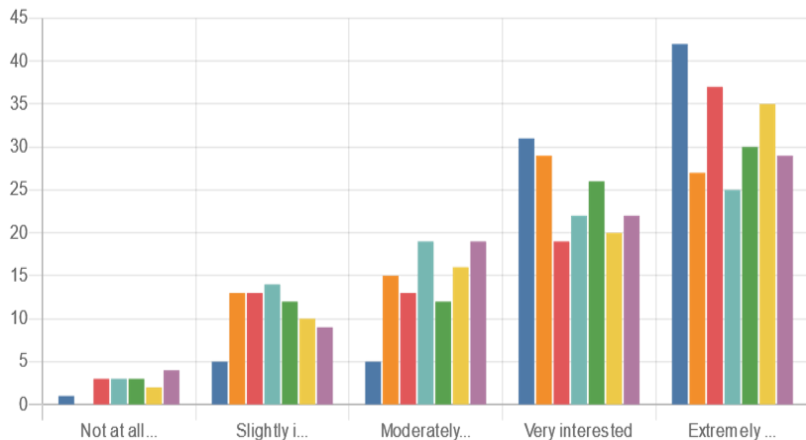
- The challenge will be affording multirisks, putting together different competencies
- Make flood and sea level risk assessments and update monitoring and alert plans, through the development of standardized early warning systems, procurement of equipment and exchange of good practices. The proposed target groups are local, regional, national authorities and other public institutions and civil protection and emergency services, civil society organizations (CSOs).

SO 2.7 Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution

Challenge 16: Improve the knowledge base and the monitoring system for policies of protection of biodiversity and fight to pollution

Result 1 - Higher efficiency of monitoring and research on natural/marine habitats and human activities impact

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions, research centers, Civil society organizations (CSOs), private companies
	ACTION 1 - Developing homogenous indicators through the exchange and comparison of existing good practices in order to harmonize data collection and monitoring systems
	ACTION 2 - Setting-up cross-border monitoring systems and shared platforms to assess the status of the marine habitats and species (also the alien ones) and predict the effects of biodiversity's policies on marine ecosystem, as a basis for pollution prevention, mitigation and reduction policies
	ACTION 3 - Extending the use of digital solutions to evaluate ecosystem services especially in the sea basins
	ACTION 4 - Providing new tools for the integrated management of sea, coast and river environment and of cross-border natural resources (i.e. coordinated Maritime Spatial Planning (MSP) and Integrated Coastal Management (ICM))
	ACTION 5 - Developing integrated strategies and instruments and financing small scale infrastructure for biodiversity protection and habitats and coastal landscape preservation
	ACTION 6 - Supporting feasibility studies for setting up cross-border protected marine areas and other effective area-based conservation measures (OECMs)



Suggestions on the proposed actions and target groups:

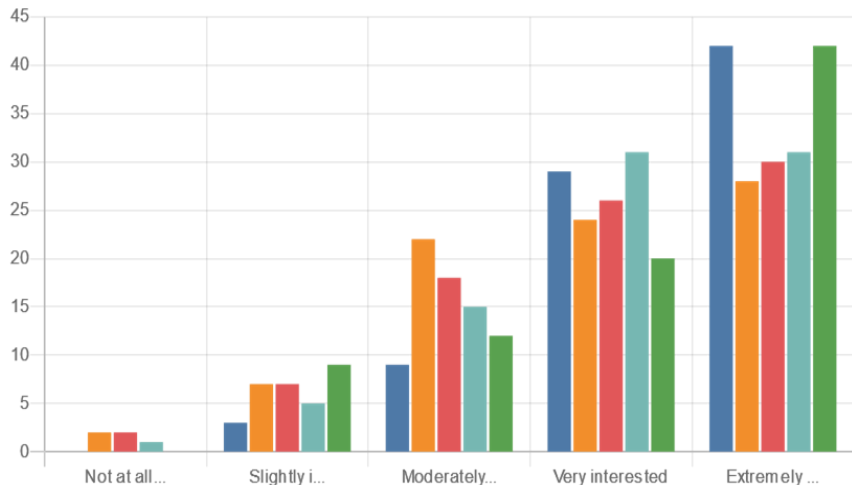
- To put a strong emphasis on actions with a real cross-border dimension and concrete impacts on both sides of the border.
- Develop the production of blue energies in coastal areas jointed with the coast protection
- I think all tools and strategies need to be tested to see if they work well or not.
- Transboundary biodiversity conservation initiatives are crucial within such a confined region. This is especially applicable for wide ranging species shared between Italy and Croatia, and particular in the offshore regions where knowledge is more sparse.
- a project that will monitor the status of endangered species - Persians in the sea and at the same time monitor aggressive new species of fish and algae that have settled in the northern Adriatic. Attempts will be made to eliminate the causes of this and to set up cross-border monitoring systems, target groups of local, regional, academic institutions, research centers, civil society organizations (CSOs),

SO 2.7 Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution

Challenge 16: Improve the knowledge base and the monitoring system for policies of protection of biodiversity and fight to pollution

Result 2 - Increased awareness in relation to environmental pollution and protection of biodiversity

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, entrepreneur and business support organizations, private companies, academic and education institutions, research centers, Civil society organizations (CSOs)
	ACTION 1 - Implementing training and educational activities to raise awareness among policy makers and general service providers in order to design strategies more focused on the economic value of a healthy marine environment
	ACTION 2 - Promoting community-based initiatives that combine the regeneration of marine resources with the preservation of local livelihoods
	ACTION 3 - Promoting information campaigns for responsible tourism activities aiming at safeguarding ecosystem and reducing pollution
	ACTION 4 - Developing joint strategies to spread good practices on nature protection, biodiversity and bioeconomy



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- To put a strong emphasis on actions with a real cross-border dimension and concrete impacts on both sides of the border.
- encourage locals to plant indigenous plants, make a seed bank, conduct workshops with students, conduct eco-actions on land and sea; the target groups of these actions will be local, private company institutions, academic and educational institutions, civil society organizations (CSOs).
- in action 1 and 2 I would eliminate the explicit reference to the MARINE environment and keep only the environment. Check that the program does not overlap Adrion.
- not only marine environment but also wetland environment

SO 2.7 Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution

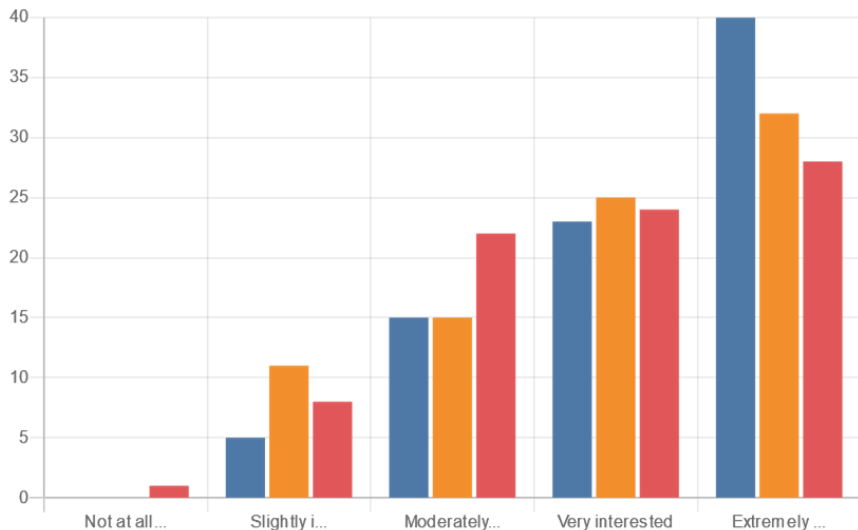
Challenge 16: Improve the knowledge base and the monitoring system for policies of protection of biodiversity and fight to pollution

Result 3 – Reduction of pollution in critical areas

TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, academic institutions, research centers, private companies, Civil society organizations (CSOs)

ACTION 1 - Developing and testing innovative and ecological technical solutions to reduce pollution caused by human activities

ACTION 2 - Designing integrated policies aimed at limiting the anthropogenic pressure on coastal and inner regions with a specific focus on the promotion of green ports and sustainable fisheries and aquaculture models



Suggestions on the proposed actions and target groups:

- To put a strong emphasis on actions with a real cross-border dimension and concrete impacts on both sides of the border.
- Please don't forget that connectivity in the marine environment also means that conservation of the offshore areas will also have an impact on near-shore
- Introduction of green city transport - car sharing of electric cars, Encouraging the use of bicycles and the construction of bicycle paths. target groups for inclusion are local, government and other public institutions and agencies, private companies, civil society organizations (CSOs).
- action 2 talks about sustainable fishing and aquaculture models. These are topics dealt with by FEAMPA for Italy. I would stay on the generic side: sustainable models of exploitation of the resources of the primary sector.

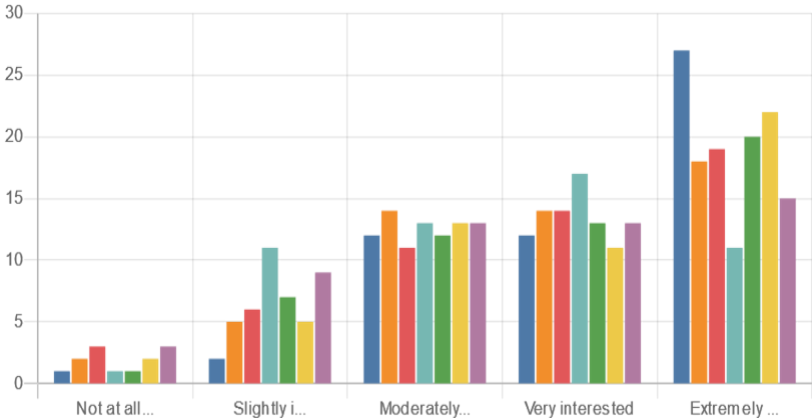
PO 3

SO 3.2 Developing and enhancing sustainable, climate resilient, intelligent and intermodal national, regional and local mobility, including improved access to TEN- T and cross-border mobility

Challenge 18: Improve the intermodality capacities of ports to make them greener, more ICT based, secure, effective and more integrated with the hinterland needs

Result 1 - Integrated and sustainable transport connections related to ports

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies, port authorities and infrastructure providers; private companies, transport operators and their associations; civil society organizations (CSOs)
	ACTION 1 - Setting up common analysis and data exchanges on existing connections in order to define new sustainable solutions for the access to ports and the integration of transport networks in port towns
	ACTION 2 - Improving the environmental performance of ports by supporting suitable small-scale infrastructures and innovative equipment/ICT tools, also in order to improve boarding /disembarking procedures
	ACTION 3 - Promoting innovative solutions for implementing the circular economy approach in the management of the ports
	ACTION 4 - Fostering the use of alternative fuels and the diffusion of new ecological transport modes
	ACTION 5 - Developing innovative cross-border strategies, for logistic and mobility solutions interconnecting ports with railways, airports, inland terminals, industrial areas in order to enhance the processing of passengers and freight
	ACTION 6 - Establishing action plans and common standards to manage physical and cybersecurity of freight and passengers' transports also in real time through the use of ICT and web-based tools



Suggestions on the proposed actions and target groups:

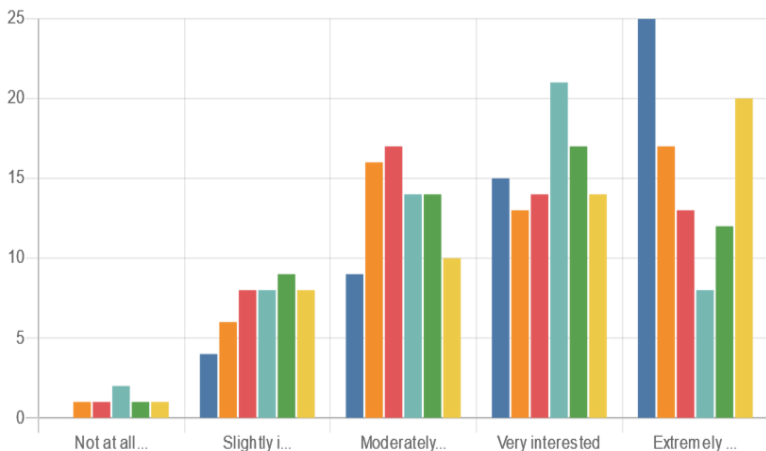
- To put a strong emphasis on actions with a real cross-border dimension and concrete impacts on both sides of the border.
- in shares 1,2,3 we always speak of PORTS. Could we refer to intermodality in general?

SO 3.2 Developing and enhancing sustainable, climate resilient, intelligent and intermodal national, regional and local mobility, including improved access to TEN- T and cross-border mobility

Challenge 20: Setting up rapid, sustainable and well spread cross-border connections

Result 1 - Increased efficiency and quality of maritime transport

	TARGET GROUPS: Local, regional, national authorities and other public institutions and agencies; port authorities and infrastructure providers; transport operators and their associations; private companies, civil society organizations (CSOs)
	ACTION 1 - Exploiting ICT technologies to pilot sustainable, seamless passenger and freight transport solutions and to develop new joint models of multi-modal approach
	ACTION 2 - Designing cross-border strategies for maritime transport (including new maritime lines and interchange nodes) in order to reduce seasonal road traffic and bottlenecks in coastal and inner areas especially due to tourism
	ACTION 3 - Sharing expertise, developing common strategies and organizing training courses for traffic management in the coastal and inner areas
	ACTION 4 - Promoting joint monitoring and data analysis helping defining cross border policies on greener maritime routes and sea pollution reduction
	ACTION 5 - Designing cycle routes of macro-regional relevance and testing new services to encourage intermodality (bike and train/ ferry/ tram/ bus/ plane) also considering tourism needs



Suggestions on the proposed actions and target groups:

- To put a strong emphasis on actions with a real cross-border dimension and concrete impacts on both sides of the border.
- Within SO3.2. we hoped there might be opportunities for good practice transfer and learning from more advanced local/regional authorities in Italy and/or Slovenia regarding sustainable urban mobility. We think it would be useful to locally showcase good practice examples from abroad, and advocate for its transfer, adaptation and implementation in local settings, to create/revise local sustainable mobility plans, create sustainable mobility plans on the level of urban agglomerations etc
- Promoting exchanges between the main actors/authorities/public institutions with the common organization of Workshops/Seminars/dedicated courses and the involvement also of common user
- Challenge 20 goals are more related to market than policy. Consequently actions are limited because of the state aid rules in transport sector.

PO 4

SO 4.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

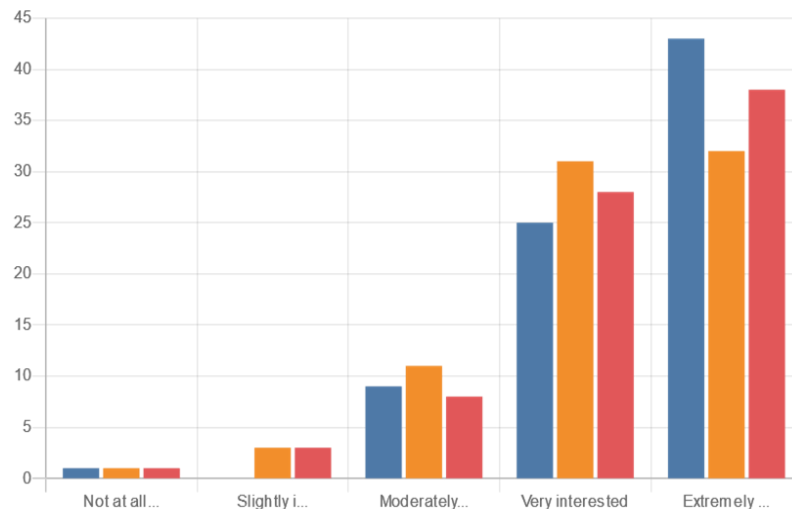
Challenge 29: Diversify, de-seasonalize and delocalize the touristic flows within the area

Result 1 - Lowered regional vulnerability to tourism

TARGET GROUPS: Local, regional, national authorities and other public Institutions and agencies, private companies, entrepreneur and business support organizations, DMOs and tourist boards, civil society organizations (CSOs), local action groups and similar

ACTION 1 - Implementing the results of joint studies, projects and comparative researches aimed at assessing trends, flows and impacts of tourism on the area, and developing smart and sustainable destination management strategies through the exchange of data, planning tools and digital solutions

ACTION 2 - Drafting and implementing sustainable development and promotion strategies of tourist destinations and territorial marketing campaigns engaging local stakeholders to diversify tourism offer also to enhance the potential of the peripheral areas



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- Support integration of sustainable local agricultural (and other) production in the value chain of the touristic sector.
- Extend the tourist season by offering cultural and sports facilities. Tourists from the shores and promenades are encouraged to explore the old cores of the settlement, to use forest roads for recreation. Analyze supply that may be resistant to pandemic conditions; Possible target groups are local, regional, national authorities and other public institutions and agencies, private companies, and tourist boards, civil society organizations (CSOs), local action groups and the like.
- Instead of continuing to finance studies and research, II would try to test solutions, experiments, pilot projects. We need to be more concrete. The diversification of the tourist offer must be thought out, planned but also tested.

SO 4.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 29: Diversify, de-seasonalize and delocalize the touristic flows within the area

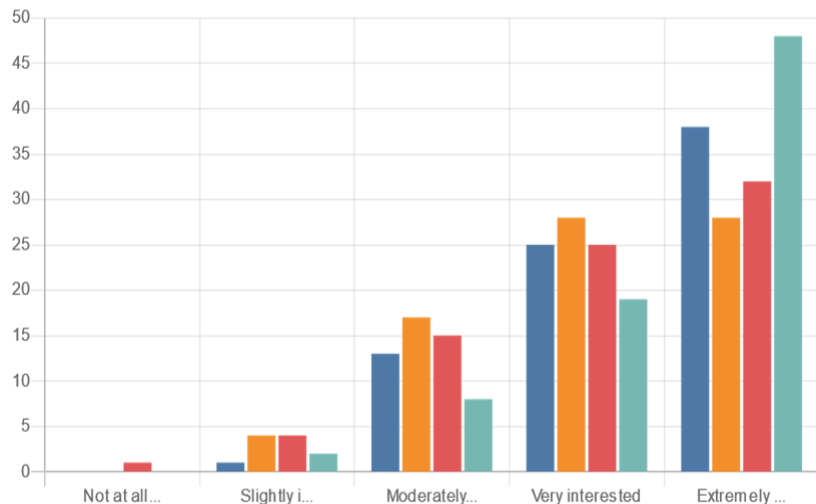
Result 2 - Wider diffusion of sustainable, and alternative and special interest tourism

TARGET GROUPS: Local, regional, national authorities and other public Institutions and agencies, private companies, entrepreneur and business support organizations, DMOs and tourist boards, civil society organizations (CSOs), local action groups and similar

ACTION 1 - Encouraging the use of existing sustainable tourism management systems and labels, and financing the creation of new cross-border brands and sustainable heritage interpretation

ACTION 2 - Planning cross-border information campaigns and training activities for administrators and operators on sustainable tourism concepts

ACTION 3 - Promote sustainable tourism in peripheral areas through the enhancement of experiential tourism, the diffusion of slow mobility, the creation of new routes linked to local specificities and new services provided by cultural and creative industries



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- Support integration of sustainable local agricultural (and other) production in the value chain of the touristic sector.
- in the ancient quarry, make two stages, toilets, a stone museum where performances, concerts, operas would take place, which would extend the tourist season and provide guests with a cultural experience, in addition to the sun and the sea. Associations could make souvenirs out of stone and colonies of fine artists could be organized.
- as target groups: chambers of commerce to be added
- act. 1 the creation of a brand should focus on the underlying value chain.

SO 4.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 30: Promoting new and innovative integrated offers of coastal tourism, to maintain the competitiveness of the sector

Result 1 - A more strategic and coordinated management of tourism in the area

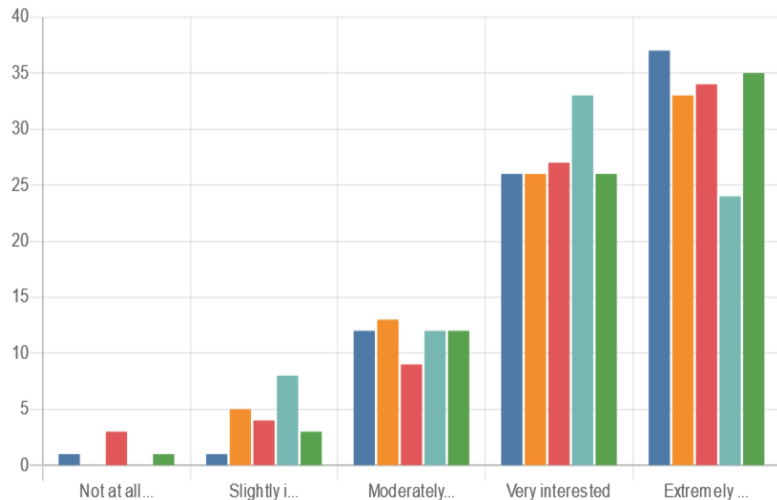
TARGET GROUPS: Local, regional, national authorities and other public Institutions and agencies, private companies, entrepreneur and business support organizations, DMOs and tourist boards, civil society organizations (CSOs)

ACTION 1 - Designing and testing innovative digital solutions and new technological equipment to interpret and promote coastal and inner areas touristic resources also through the involvement of cultural and creative industries

ACTION 2 - Promoting the development of thematic networks such as, for instance, nautical/ cultural routes, windsurfing/kitesurfing, fisheries traditions, diving and fishing-related tourist activities

ACTION 3 - Fostering agreements between tourist operators of the coastal and the inner areas in order to set up coordinated and innovative offers and itineraries

ACTION 4 - Designing and creating interpretation centers (e.g. visitors centers, ecomuseum etc.) for joint promotion of transnational routes and products



Suggestions on the proposed actions and target groups:

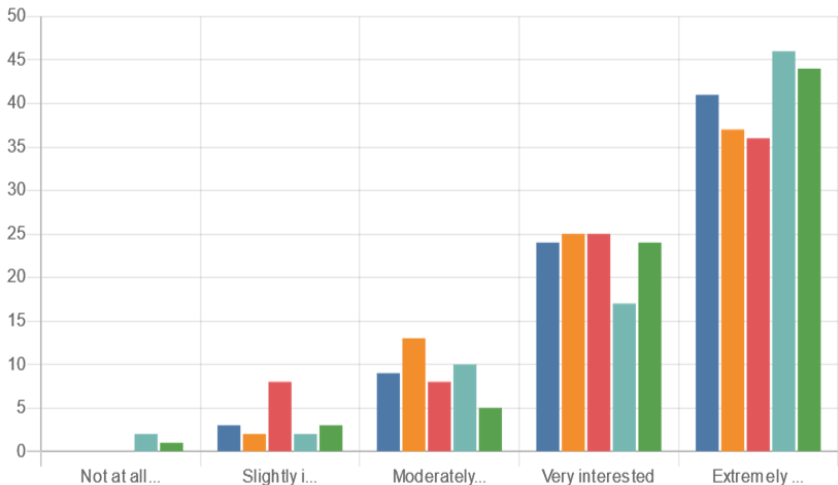
- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- to arrange spaces for the development of cultural tourism, for sports tourism, recreation, to arrange bicycle paths, parks, recreation paths, botanical gardens, to enrich everything with installations and sculptures artists, Organize an archeological school for colleges, high schools and elementary schools. the target groups here are local, regional, national authorities and other public institutions and agencies, private companies, entrepreneurs and business support organizations, DMOs
- as target groups: chambers of commerce to be added
- We propose to add Action 5 which is related to promotion of health tourism, innovations in the field of health tourism and health mobility in rural areas and islands.
- More investments in cultural tourism infrastructure

SO 4.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 31 - Improve and modernize the policies for valorization of the cultural heritage

Result 1 - Stronger capitalization, valorization and preservation of cultural tangible and intangible heritage

	TARGET GROUPS: Local, regional, national authorities and other public Institutions and agencies, private companies, entrepreneur and business support organizations, DMOs and tourist boards, civil society organizations (CSOs)
	ACTION 1 - Supporting the cross-border exchange of know-how and experiences concerning the digitalization of natural and cultural heritage and implementing joint solutions to innovate cultural fruition (i.e. through artificial intelligence) also in view to overcome the post-COVID constraints
	ACTION 2 - Developing integrated strategies (including the provision of small-scale infrastructure and new ICT tools and services) aimed at better monitoring, interpreting and preserving landscapes and cultural resources also with a view to the touristic valorisation of the area
	ACTION 3 - Supporting the joint valorization of cultural immaterial heritage from the two countries thus contributing to the sector recovery after the pandemic
	ACTION 4 - Enhance the places of culture as multidisciplinary hubs by reinforcing their spillover effects in the economic and tourism sector



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- Also places that suffered from natural disasters can be object of a cultural tourism, with museums on reconstruction and resilience, thematic trails...
- Nature and Culture are inherently linked, this should be recognised and linked in the programme
- Make numerous archeological sites accessible to visitors, make replicas of mosaics, pillars, reconstruct sculptures, design multimedia content that will bring cultural heritage closer to visitors. Organize archeological schools, workshops with children and students, retirees, target groups of local, regional, national authorities and other public institutions and agencies, private companies, and tourist communities, civil society organizations (CSOs).
- as target groups: chambers of commerce to be added

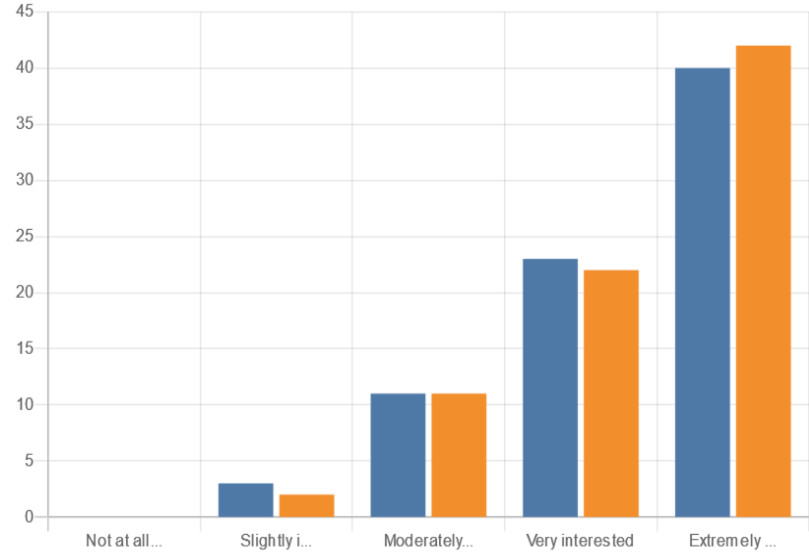
SO 4.6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 31 - Improve and modernize the policies for valorization of the cultural heritage

Result 2 - Higher number of qualified human resources in the tourism sector

TARGET GROUPS: Local, regional, national authorities and other public Institutions and agencies, private companies, entrepreneur and business support organizations, civil society organizations (CSOs)

ACTION 1 - Promoting cross-border education activities and training, also through knowledge exchange, for raising skills in the tourism sector, with a special focus on landscapes and cultural heritage preservation, sustainable tourism, digitalization, destination management and heritage interpretation



Suggestions on the proposed actions and target groups:

- vocational training organisations must be included in the target groups. Technical profiles should be strongly addressed in this strategy
- General comment on all SO: type of actions to cover small scale infrastructure
- Research institutes and academy can play an important role in teaching and forming personnel offering a different cultural tourism
- Develop multimedia content, organize archeological schools, train tourist guides to interpret history, connect with similar sites with partners to exchange good practice, to organize education for chefs, waiters on local traditional dishes. target groups local, agencies, support to entrepreneurs and companies, civil society organizations (CSOs).
- as target groups: chambers of commerce to be added
- education and training should be addressed to cultural heritage sites' managers, in order to improve their skills, and to policy makers to improve policies in the sector

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