

# CBC STAKEHOLDERS' CONSULTATION INTERREG ITALY-CROATIA 2021-2027 PROGRAMME

Stakeholders' Webinar | Online | 21st of October 2021

## PO3 - A MORE CONNECTED EUROPE

SO2 - 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: Improvement of ports' inter-modality capacities to make them greener, more ICT based and secure and more integrated with the hinterland's needs

Result 1: Integrated and sustainable transport connections related to ports

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

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

3.

Promoting innovative solutions for implementing the circular economy approach in the management of the ports



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

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

4.

Fostering the use of alternative fuels and the diffusion of new ecological transport modes

## PO3 - A MORE CONNECTED EUROPE

SO2 - 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: Improve sea-mobility solutions setting up rapid, sustainable and well spread cross-border connections

Result 1: Increase the efficiency and quality of maritime transport

1.

Exploiting ICT technologies to pilot sustainable, seamless passenger and freight transport solutions and to develop new joint models of multi-modal approach

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

3.

Sharing expertise, developing common strategies and organizing training courses for traffic management in the coastal and inner areas

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

4.

Promoting joint monitoring and data analysis helping defining cross border policies on greener maritime routes and sea pollution reduction



# 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)

\*The target groups identified include therefore public and private actors that will be involved or positively affected by the enhanced inter-modality capacities of ports and by the improved maritime mobility solutions.



## PO4 - A MORE SOCIAL AND INCLUSIVE EUROPE

SO6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 29: diversification and delocalization of touristic flows as already addressed by national plans and strategies of the two countries

Result 1: Lowered regional vulnerability to tourism

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



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

## PO4 - A MORE SOCIAL AND INCLUSIVE EUROPE

SO6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 29: diversification and delocalization of touristic flows as already addressed by national plans and strategies of the two countries

Result 2: wider diffusion of sustainable, alternative and special interest tourism

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



2.

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

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

## PO4 - A MORE SOCIAL AND INCLUSIVE EUROPE

SO6 - 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 and maintaining the competitiveness of the sector

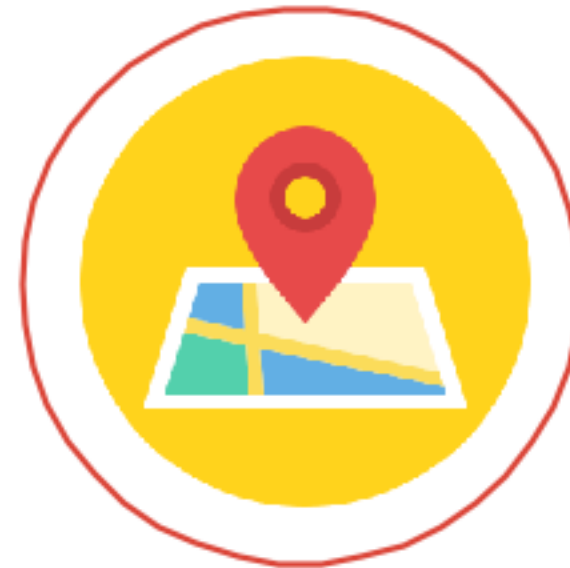
Result 1: A more strategic and coordinated management of tourism in the area

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

4.

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



2.

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

3.

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

## PO4 - A MORE SOCIAL AND INCLUSIVE EUROPE

SO6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 31: Improvement and modernization of the policies for valorization of the cultural heritage

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

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

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

4.

Enhance the places of culture as multidisciplinary hubs by reinforcing their spillover effects in the economic and tourism sector

3.

Supporting the joint valorization of cultural immaterial heritage from the two countries thus contributing to the sector recovery after the pandemic





## PO4 - A MORE SOCIAL AND INCLUSIVE EUROPE

SO6 - Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

Challenge 31: Improvement and modernization of the policies for valorization of the cultural heritage

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

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



# 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

\*The target groups identified include therefore public and private actors that will be involved or positively affected by the actions promoting new forms of tourism and cultural offers.