



# Adrion Transnational Action Plan

## *Tangram project*



## T2.3.4 ADRION TRANSNATIONAL ACTION PLAN DEFINITION

The transnational action plan has been prepared by PP2 DELTA 2000 with the cooperation and support of all partner projects.

Output O.T.2.2. Adrion Transnational Action Plan (ATAP) of the INTERREG V-B Adriatic-Ionian ADRION Programme 2014-2020 - Second Call for Proposal - Priority Axis 2

Project TANGRAM - Transnational pArks aNd Gardens Resources in Adriatic and ionian tourist Marketplace

*Approved by project partner in Cervia, October 2022*



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# TANGRAM PROJECT

TANGRAM is a **multilateral transnational cooperation project co-financed by the Interreg V-B Adriatic Ionian programme – ADRION** – under Priority Axis 2 “Sustainable Region”. / Specific Objective 2.1 “Promote the sustainable valorization and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area”.

**TANGRAM aspires to build and promote ADRION brand name in tourism by promoting a sustainable valorisation and integration into the tourism offer of the Parks as hidden resources through an innovative governance system based on the collaboration between public and private.**

Natural/cultural heritage sustainable valorisation and effective promotion are embedded in the TANGRAM project logic.

These aims will be reached by exchanging good practices in tourism management/marketing, analyzing and exploiting business opportunities within a new governance system based on a participative approach, enhancing the capacities of all relevant stakeholders in sustainable tourism management and marketing, formulating proper joint strategies and action plans for integrated management of sustainable tourism.



## Parks and Gardens as Tourist Destinations

TANGRAM project will provide the inputs and solutions in order to develop the optimal framework for coordination on improving conditions, accessibility and presentation of cultural and landscape sites along the ADRION region. TANGRAM will support the development of transnational strategies for jointly promoting the ADRION parks and gardens areas as a tourist destination via a sustainable tourism model.

### Main objectives

TANGRAM project will work towards the following major outputs:

- Creation of the TANGRAM Transnational Cooperation Network
- Establishment of Benchmarking Strategy
- Elaboration of 9 Local Action Plans
- Creation of one Adrion Transnational Action Plan (ATAP)
- Implementation of 9 pilot actions throughout the participating countries

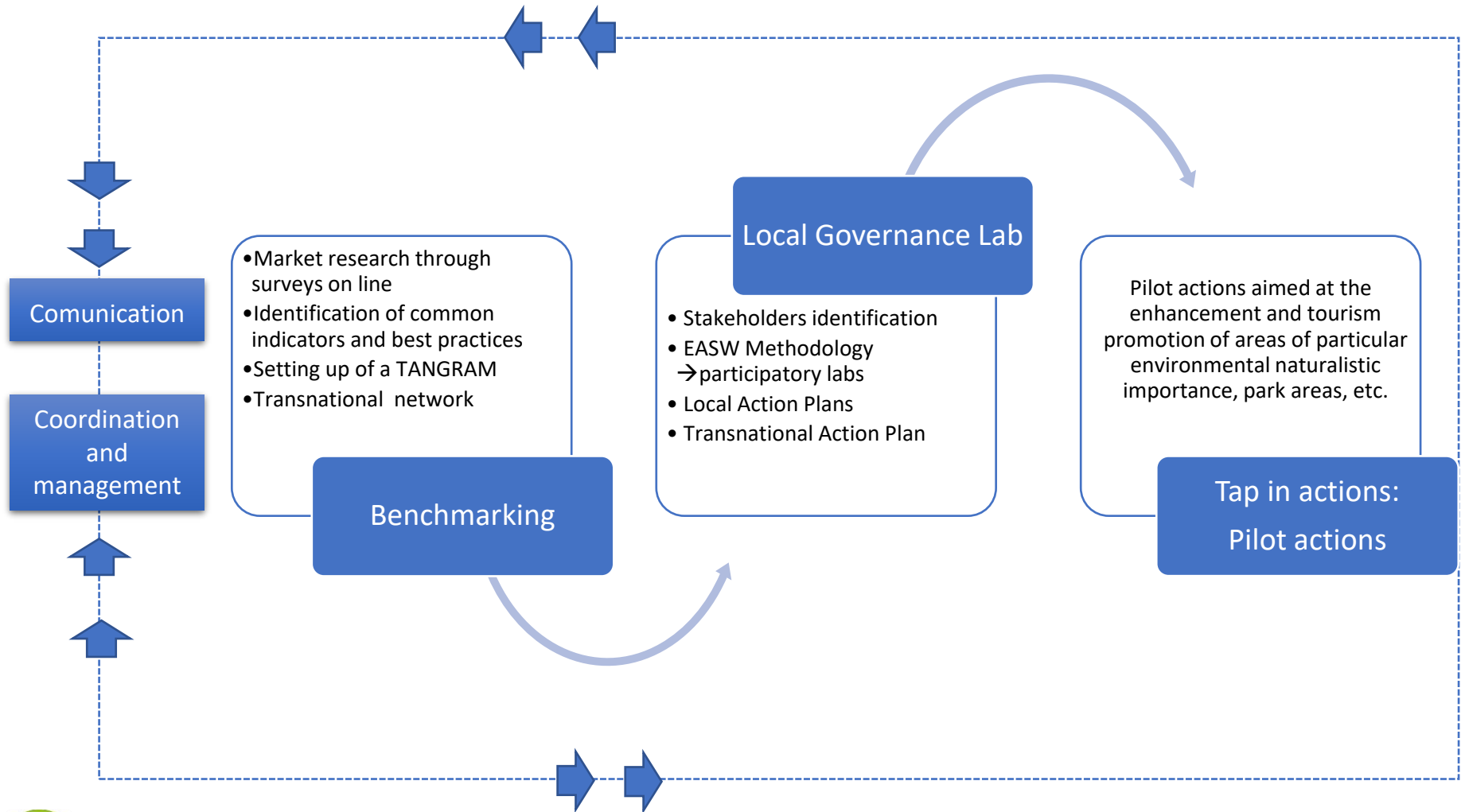
### Key outputs

TANGRAM project will work towards the following major outputs:

- Creation of the TANGRAM Transnational Cooperation Network
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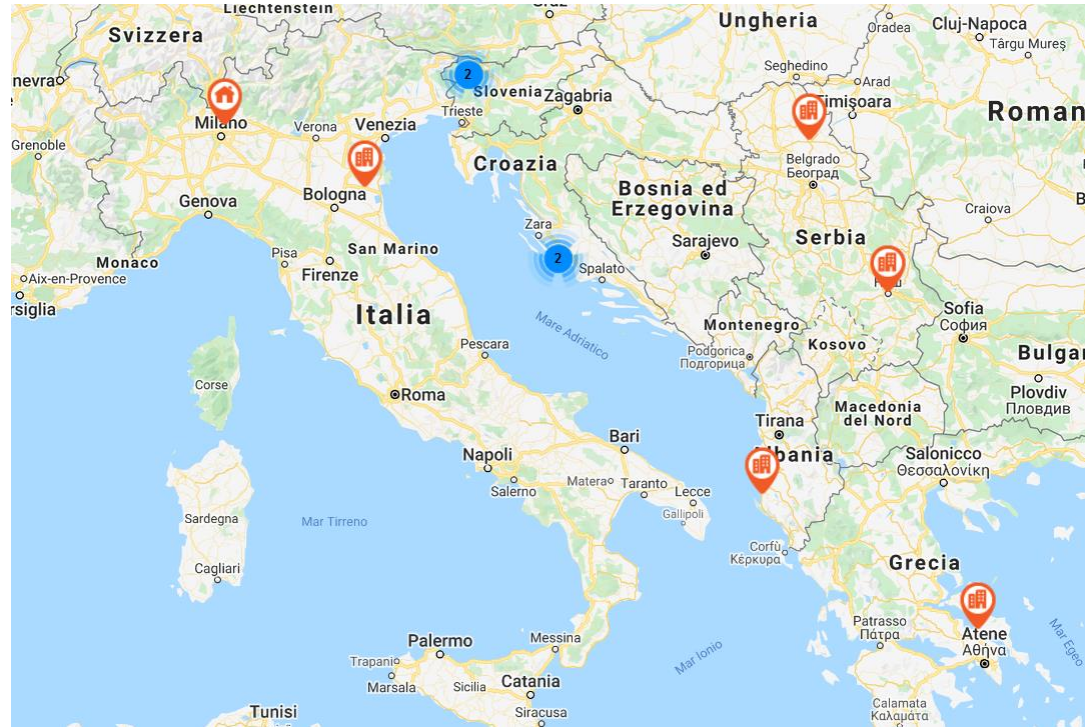


# TANGRAM PROJECT



# PROJECT PARTNERS

- LP Comune di Monza (IT)
- DELTA 2000 (IT)
- Agenzia BSC Kranj (SI)
- Ufficio Turistico Bohinj (SI)
- Association for Nature and Environment Conservation and Sustainable Development Argonauta (CROAZIA HR)
- Agenzia di Sviluppo di Evia (EL)
- Organizzazione società civile Proactive (RS Serbia)
- Agenzia Regionale di sviluppo RDA Banat (RS Serbia)
- Ufficio Turismo Banja Luka (BH)
- Università di Vlora "Ismail Qemali" (AL)



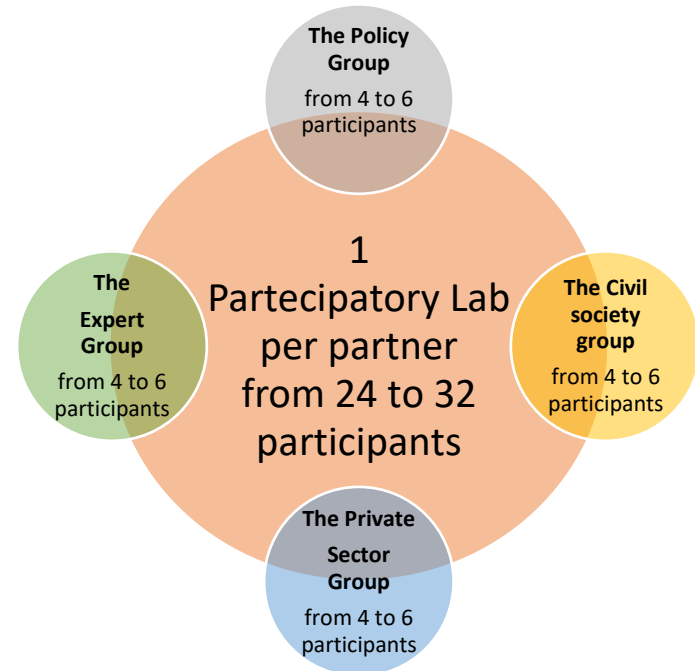
# LOCAL GOVERNANCE LAB & PARTECIPATORY PROCESS AT LOCAL LEVEL

Thanks to the application of the principle of the participative governance method, the **EAWS & participatory approach**, all the potential stakeholders have been involved in the definition of the local action plans.

The central element of the method is the dialogue and exchange of opinions and proposals with the aims that the participants develop their own visions and later their options for actions and measures, based upon their own experiences, concepts and interests as well as on the previous project results (T1 benchmarking results).

In synthesis, the phase applied by each partners have been:

- **Identification of stakeholders groups**
- **Creation of thematic working groups → participatory labs**
- **Realization of minimum n.3 participatory meeting for each partners**
- **Identification of future vision, expectations and fears, and connected possible actions, demands and measures with the key stakeholders --> Each partner set up his LOCAL ACTION PLAN for each areas involved in the project.**



Total participatory meetings organized  
no. 32

Total stakeholders involved  
no. 283



## PARTNERS LOCAL ACTION PLANS

Based on the results of the participatory workshops and participatory activities (workshops on line, collection of suggestions, questionnaires by google modules and direct contacts as explained in the description of the participatory meetings) project partners defined the Local Action Plan following the guidelines and template defined in the TANGRAM Project

TANGRAM Project produced **9 Local Action Plans**, one for each partner and area involved.

The realization of the LAP, completed by each project partner, has the advantage of representing a document with clear indications for the achievement of objectives shared by the local community on behalf of the protection and touristic valorization of local Parks and Gardens.

It is also a source for the realization of the final document of the Tangram Project, the Adrion Transnational Action Plan - ATAP, a synthesis of guidelines transferable to the whole Adrion territory and finally it will be the compass tool for the development of the pilot actions planned in the last phase of TANGRAM

### Structure of Local Action Plan

1. General information on TANGRAM project and the aim of the Local Action Plan
2. The coherence of the Local Action Plan with the objectives of Agenda 2030, EU policy framework 2021-2027 and local regionals and national policy
3. Description of the methodology applied for the participatory process e.g., Number of people involved in the participatory process / member of working groups, method of consultation applied (in presence, on line, google modules, number of meetings realized)
4. Description of the area / territory interested by the Local Action Plan
5. Synthesis of the marketing analysis of the context and benchmarking analysis realized during the first phase of the project - deliverables T1.
6. Main goal of the Local Action Plan and identification of at least 3 main objectives that will be reached with the concrete action selected and described in next phase
7. Brief scheme for each selected action with information on: Objectives | Activities proposed | Beneficiaries – target groups | Actors involved - Responsible Actors | Timescale | Budget | Possible source of founding | Indicators - expected outputs – prove of success.





# ADRION TRANSNATIONAL ACTION PLAN



ADRION area represents one of the richest regions in Europe in terms of cultural diversity with distinct traditions, languages, religions and architectural monuments ranging from antiquity to modern times. Nevertheless, the level of conditions, accessibility and presentation of cultural and landscape sites varies significantly among countries and in particular the parks accessibility.

Based on the vision, aims and actions of the Local Action Plan of all project partners has been defined the transnational action plan.

**The TLAP is the guideline to realize the most sustainable actions to be implemented in a transnational level which contains concrete proposal and tools to increase the policies to preserve, capitalize and innovate cultural and natural heritage in the Adrion area**



# ADRION TRANSNATIONAL ACTION PLAN

## 1. PROTECTION | PRESERVATION



- 1.1 Establishment of ADRION site landscape observatory
- 1.2 Definition of guidelines for an integrated programme for the protection of the area

## 2. EDUCATION



- 2.0 Preliminary activities
- 2.1 Integrated education programme for young / students
- 2.2 Integrated education programme for operators and technicians
- 2.3 Integrated education programme for community

## 3. INFRASTRUCTURES



- 3.1 Improvement of tourist facilities - guidelines for sustainable infrastructures
- 3.2 Regeneration || re-use of dismissed or abandoned open spaces or buildings for tourism development

## 4. PROMOTION



- 4.1 Strategic and Operative Marketing Plan

## 5. SUSTAINABLE DESTINATIONS



- 5.1/ 5.2 Sustainability as a driver for development: green brand and approaches

## 6. SUSTAINABLE TERRITORIAL MANAGEMENT



- 6.1 Understanding territories/areas of interventions
- 6.2 Strategies and planning

SUSTAINABLE  
DEVELOPMENT  
GOALS





# AXIS 1. PROTECTION & PRESERVATION

## 1.1 Establishment of ADRION site landscape observatory

**Strategic aim:** Identify the elements of landscape and natural sites, promoting the dissemination of landscape culture and promoting the quality of the territory, with the aim of supporting policies and actions for the protection and enhancement of the landscape itself, etc.

### Lines of interventions / activities

- study and analysis for the identification of condition of landscapes, natural areas, gardens;
- exchange information on policies and experiences relating to protection, management and planning, public participation and implementation at different levels - participatory approach involving all actors
- use historical documents about landscapes to know their development
- develop quantitative and qualitative indicators to assess the effectiveness of landscape policies;
- provide data that make it possible to understand forward-looking trends, forecasts or scenarios;
- promote community knowledge and awareness of its own territory, recognizing the identity bonds on which the daily life of citizens is based, in all forms of aggregation.

### Actors involved /responsible

- Regional authorities, Regional administration of Protected Areas
- Provincial or local authorities, Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
- Other Agencies or consortium involved in the management of areas (es. In Italy Consorzi di Bonifica)
- Municipalities involved
- Private operators or their associations/trade associations involved : farmers, fisherman, touristic operators etc.
- University/ies
- Others as experts, professionals orders etc.

**Timing :** by 2027

## 1.2 Definition of guidelines for an integrated programme for the protection of the area

**Strategic aim:** Definition of guidelines or, if possible, actions for an integrated programme for the protection of the area involved (coasts, green areas, landscapes, etc); in relations to conditions of areas, the aims could be restoration of wetlands, improvement of hydraulic safety conditions recovery of ecological corridors, renaturation actions, land maintenance actions, activation of ecosystem service, etc.

### Lines of interventions / activities

- Identification and mapping the criticalities (areas endangered by floods, fires and erosion, as well as fragile ecosystems)
- Identification of priority actions
- information / awareness activities on risk and management of natural disaster situations
- develop a plan of measures for risk management and landscape management (annual /pluriannual operatives program of interventions)
- definition of an annual /operatives program of interventions

### Actors involved /responsible

- Regional authorities / Regional administration of Protected Areas
- Provincial or local authorities / Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
- Other Agencies or consortium involved in the management of areas (es. In Italy Consorzi di Bonifica)
- Municipalities involved
- Private operators or their associations/trade associations involved : farmers, fisherman, touristic operators etc.
- University/ies
- Others as experts, professionals orders etc.

**Timing :** by 2025





## AXIS 2. EDUCATION

### 2.0 Preliminary activities

**Strategic aim:** Raise awareness among the younger generation, involve citizens in the knowledge of the territory, its respect and its potential and increase knowledge and competence of private and public experts, technicians, operators etc.

#### Lines of interventions / activities

- Identification and understanding of basic needs and gaps of target groups
- Preparation training activities/ training plans involving different targets as technicians and operators, public bodies and private operators, young and students , citizens.

#### Actors involved /responsible

- Local Development agencies
- Training Centers
- University/ies
- Foundations
- Professionals Orders
- Trade Associations
- Schools (primary, secondary )
- Regional authorities / Regional administration of Protected Areas
- Provincial or local authorities / Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
- Civil and / or local associations, associations of third sectors

**Timing :** by 2025



### 2.1 Integrated education programme for young / students

**Strategic aim:** Increase the knowledge of the territory and its peculiarities; integration and exchange of experiences with subjects and people of other countries ; exchange of good practices; increase the competences and skills

#### Lines of interventions / activities

- Periodical/annual campus with the participation of students / young people from European Countries to exchange experience, common studies and laboratories about environmental management plan, climate changes, responsible finance, etc.
- Educational modules for students, to be implemented in an integrated way with respect to individual study paths, in order to convey a sense of identity and the value of the territory
- Training courses for teachers on innovative teaching methods for environmental, landscape and territorial education as a modality of citizenship.
- Activation of a cooperation action for the activation of at least two European campuses (outside ADRIÓN area) in order to make young people in the area carry out an experience abroad

#### Actors involved /responsible

- Local Development agencies
- Training Centers
- University/ies
- Foundations
- Professionals Orders
- Primary or secondary schools
- In cooperation and/or with the input and support of : Regional authorities / Regional administration of Protected Areas, Provincial or local authorities / Provincial or local administration of Protected Areas, Management bodies (public or private) of protected areas

**Timing :** by 2027





## AXIS 2. EDUCATION

### 2.2 Integrated education programme for operators and technicians

**Strategic aim:** Increase the knowledge of the characteristics of the territory and its peculiarity; increase skills and competence of operators.

#### Lines of interventions / activities

- International and interdisciplinary advance training courses on the themes of the environmental and /or landscape involving technicians of private and public bodies, universities, architects, engineers, agronomists, geologists, biologists, who work in the design sector; university students, doctoral students, recent graduates
- Training courses on innovative skills (foreign languages, innovative techniques - digital, storytelling, communication, etc.)
- Study visits, exchange of best practices, guided tours etc.

#### Actors involved

- Regional authorities / Regional administration of Protected Areas
- Provincial or local authorities / Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
- Local Development agencies
- Training Centers
- University/ies
- Foundations
- Professionals Orders
- Trade Associations

**Timing :** by 2027

### 2.3 Integrated education programme for community

**Strategic aim:** Increase the knowledge of the territory, increased awareness and identity linked to the territory and area.

#### Lines of interventions / activities

- Involving local community in knowledge about the area and territories with periodical and attractive cultural initiative also with joint activities (presentation, open guided visits to park and garden, events etc.)
- Education and awareness raising campaigns
- Involvement of the community with the narration of environmental and natural peculiarities of the area by students (Italian good practice called "Open Monuments") or trough involvement of local population in the presentation and narration of his territories

#### Actors involved /responsible

- Regional authorities / Regional administration of Protected Areas
- Provincial or local authorities / Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
- Local Development agencies
- Training Centers
- University/ies
- Foundations
- Civil and / or local associations, associations of third sectors

**Timing :** by 2027





## AXIS 3. INFRASTRUCTURES

### 3.1 Improvement of tourist facilities - guidelines for sustainable infrastructures

**Strategic aim:** Increase “eco-friendly” tourist facilities, reduce environmental impacts of building and facilities, creation and requalification of paths and water routes, promotion of technical smart solutions for a sustainable promotion of tourist facilities

#### Lines of interventions / activities

- Inventory of tourism facilities
- Feasibility study / study to define locations and facilities / services
- Implementation / Pilot interventions - Realization of new interventions and setting up of new infrastructures: Development of paths, trails /hiking trails, placement of info/educational boards, adventure park for children, classroom in the open, adventures paths, recreational activities, etc.

#### Actors involved

- Regional authorities and/or Regional administration of Protected areas
- Provincial or local authorities and / or Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
- Other Agencies or consortium involved in the management of areas (es. In Italy Consorzi di Bonifica, local development agencies)
- Municipalities involved
- University/ies
- Civil and / or local associations, associations of third sectors
- Private operators or their associations/trade associations involved : farmers, fisherman, touristic operators etc.
- Others as experts, professionals orders etc.

**Timing :** by 2025

### 3.2 Regeneration || re-use of dismissed or abandoned open spaces or buildings for tourism development

**Strategic aim:** Realize new infrastructures and services with the regeneration or reuse of dismissed spaces and buildings, attract investors, transform lost build heritage in a leverage for sustainable tourism.

#### Lines of interventions / activities

- Collection of best practices /case studies
- Map of abandoned buildings in the area
- Feasibility study / study to define locations and facilities / services about the possible reuse/regeneration process
- Guidelines for process and implementation
- Implementation / Pilot interventions - Regeneration and re use of building or other spaces not naturals but strictly connected at the natural sites, gardens and parks that could used for recreational, training and tourism activities

#### Actors involved /responsible

- Regional authorities and/or Regional administration of Protected areas
- Provincial or local authorities and / or Provincial or local administration of Protected Areas
- Management bodies (public or private) of protected areas
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- Others as experts, professionals orders etc.

**Timing :** by 2027





# AXIS 4. PROMOTION

## 4.1 Strategic and Operative Marketing Plan

**Strategic aim:** Integrated promotion based on a shared and joined strategy with all local stakeholders of the area /territory, Tourism de-seasonalization, increase of responsible tourism, increased attractiveness of the destination of the area.

### Lines of interventions / activities

- Identification of stakeholders and actors for a creation of a working groups/network involving Regional and/or local Governments and local stakeholders (workshop, bilateral meeting, etc.) – participatory approach
- Further step of participatory approach involving public and private local stakeholders to define main products, demand target segments/markets, and discussing about the efficient management system suitable for the area
- Analysis of the current situation of the destination (data analysis, existence of tourist signalization, representation on the Internet - websites, social networks, etc., consumer attitudes
- Definition of Strategic Mktg Plan and Operational / Promotional plan validated by stakeholders involved
- Realization of tasks foreseen in the operational plan, identification of actors (existents or new bodies, DMOs, or other public privates bodies etc.).

### Actors involved

- Regional authorities and/or Regional administration involved in the themes of Protected areas, tourism, culture and linked issues.
- Provincial or local authorities and / or Provincial or local administration involved in the themes of Protected areas, tourism, culture and linked issues.
- Management bodies (public or private) of protected areas
- Other Agencies or consortium involved in the management of areas (es. In Italy Consorzi di Bonifica, local development agencies)
- Municipalities involved
- University/ies
- Civil and / or local associations, associations of third sectors
- Private operators or their associations/trade associations involved : SMEs operating in the sectors of tourism and connected activities (hotels, TO, restaurants, services etc) , culture, agriculture, farmers, fish, artisans, etc.
- Others as experts, professionals orders etc.

**Timing :** by 2027





## AXIS 5. SUSTAINABLE DESTINATION



### 5.1/ 5.2 Sustainability as a driver for development: green brand and approaches

**Strategic aim:** Promotion of circular economy as a driver for development, better waste management - increase reuse, recycling and composting, improve connection and cooperation among project area, improve overall life for local residents, especially in rural or less linked areas, as well as increase attractiveness for the visitors

#### Lines of interventions / activities

##### Green Branding promotion

- Map of good practices in other areas
- Guidelines for the application of green brands at territorial level
- Pilot implementation: “European Waste Cities Certification” and “Towards zero plastic”

##### Sustainable mobility

- Research and mapping of the current mobility practices and policies (online survey)
- Mapping of good practices for public-private initiatives
- Placemaking workshops with local communities on developing alternative traffic and transport solutions (sustainable mobility)
- Definition and/or upgrading of Sustainable Mobility Plans

#### Actors involved

- Regional authorities and/or Regional administration involved in the themes (environmental, tourism, etc.)
- Provincial or local authorities and / or Provincial or local administration involved in the themes (environmental, tourism, etc.)
- Management bodies (public or private) of protected areas
- Other Agencies or consortium involved in the management of areas (es. In Italy Consorzi di Bonifica, local development agencies)
- University/ies
- Primary and secondary schools but also training centers
- Civil and / or local associations, associations of third sectors, citizens
- Private operators or their associations/trade associations involved : SMEs operating in the sectors of tourism and connected activities (hotels, TO, restaurants, services etc.) , culture, agriculture, farmers, fish, artisans, etc.
- Others as experts, professionals orders etc.

**Timing :** by 2027







# AXIS 6. SUSTAINABLE TERRITORIAL MANAGEMENT

## 6.0 Preliminary consideration – general introduction

The pivotal elements / starting point that have to be considering to create a real synergic sustainable territorial management plan are:

- local economic development;
- integrated landscape and natural resource management;
- inclusive access to public and private services;
- community-led strategies for strengthening rights of territorial actors / participatory approach.

Other than in relation to specific situation :

- Response to environmental and economic shocks;
- Challenges arising from protracted crises, civil or armed conflict.
- - improved food and nutrition systems.

### Objectives

- Maintenance and preservation of the cultural and historical features, landscape, geological and archaeological formations as well as heritage assets
- Definition of common guidelines for spatial plans



### key concepts SUSTAINABLE TERRITORIAL MANAGEMENT

1. A territorial approach builds a shared vision that aims to design and deliver solutions that are fit to people and fit to place in rural and urban settings.
2. The spatial dimension of a territory for implementation of development policy and programmes engages different levels and types of governance
3. The functional and spatial complexity of territorial approaches requires institutional adaptation and financing
4. Territorial development requires sustained, long-term engagement across levels and jurisdictions.

TERRITORIAL APPROACHES OFFER A VALUABLE MODEL FOR LOCALISATION OF THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) AND TARGETS IN THE 2030 AGENDA AND OTHER GLOBAL AGENDAS  
A TERRITORIAL APPROACH IS OFTEN MORE EFFECTIVELY AND SUSTAINABLY TAILORED TO LOCAL SOCIO-ECONOMIC AND ECOLOGICAL CONDITIONS.

IN TERRITORIAL APPROACHES FOR SUSTAINABLE DEVELOPMENT, INCLUSIVE AND PARTICIPATORY ENGAGEMENT OF THE PUBLIC SECTOR, CIVIL SOCIETY AND THE PRIVATE SECTOR SHOULD START EARLY AND BE CONTINUOUS





# AXIS 6. SUSTAINABLE TERRITORIAL MANAGEMENT

## 6.1 Understanding territories/areas of interventions

**Strategic aim:** Maintenance and preservation of the cultural and historical features, landscape, geological and archaeological formations as well as heritage assets, Definition of common guidelines for spatial plans

### Lines of interventions / activities

- Identification of common issues for planning (e.g. coastal, light tourism infrastructures – camping, etc.)
- Comparison of the models of spatial plans in all involved areas
- Participation process with local communities (vision): Identification of main actors : in territorial approaches, local actors – including the most marginalized actors – should have a direct hand in identifying challenges, priorities and interventions, and then jointly managing solutions.
- General framework (analysis and scenarios) : analysis, study, data collection, about the physical, natural, cultural and social resources of territory

### Actors involved

- Regional authorities and/or Regional administration involved in the themes (environmental, tourism, etc.)
- Provincial or local authorities and / or Provincial or local administration involved in the themes (environmental, tourism, etc.)
- Management bodies (public or private) of protected areas
- Other Agencies or consortium involved in the management of areas (es. In Italy Consorzi di Bonifica, local development agencies)
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- Private operators or their associations/trade associations involved : SMEs operating in the sectors of tourism and connected activities (hotels, TO, restaurants, services etc.) , culture, agriculture, farmers, fish, artisans, etc.
- Others as experts, professionals orders etc.

**Timing :** by 2025

## 6.2 Strategies and planning

**Strategic aim:** Maintenance and preservation of the cultural and historical features, landscape, geological and archaeological formations as well as heritage assets .

### Lines of interventions / activities

- State of the art of the implementation of the interventions
- Strategies: Identification of scope of processes and institutional environments for territorial planning and development
- Planning: Definition of plan for the management, administration and sustainable of environmental capacities and landscape values; implementation of management plan for these resources in accordance with the ecological capacities of the protected areas, etc.

### Actors involved

- Regional authorities and/or Regional administration involved in the themes (environmental, tourism, etc.)
- Provincial or local authorities and / or Provincial or local administration involved in the themes (environmental, tourism, etc.)
- Management bodies (public or private) of protected areas
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**Timing :** by 2027



# SOURCES OF FUNDING

## ESI Funds 2021- 2027

- **European regional development fund (ERDF)** - promotes balanced development in the different regions of the EU.  
[European regional development fund \(ERDF\)](#)
- **European social fund (ESF)** - supports employment-related projects throughout Europe and invests in Europe's human capital - its workers, its young people and all those seeking a job.  
[European social fund \(ESF\)](#)
- **Cohesion fund (CF)** - funds transport and environment projects in countries where the gross national income (GNI) per inhabitant is less than 90% of the EU average. In 2014-20, these are Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia and Slovenia.  
[Cohesion fund \(CF\)](#)
- **European agricultural fund for rural development (EAFRD)** - focuses on resolving the particular challenges facing EU's rural areas. [European agricultural fund for rural development \(EAFRD\)](#)
- **European maritime and fisheries fund (EMFF)** - helps fishermen to adopt sustainable fishing practices and coastal communities to diversify their economies, improving quality of life along European coasts.  
[European maritime and fisheries fund \(EMFF\)](#)

## Direct EU funding opportunities in the period 2021 – 2027 – direct call

The UE support directly thematic and specific project through funding opportunities financed by the [2021-2027 Multiannual Financial Framework](#) and [NextGenerationEU](#) by heading, cluster, and programme or fund (most of the programmes implemented under shared management are called “funds”).

More info at [https://ec.europa.eu/info/funding-tenders/find-funding/eu-funding-programmes\\_en](https://ec.europa.eu/info/funding-tenders/find-funding/eu-funding-programmes_en)

## National, regional and local funds





TANGRAM



<https://tangram.adrioninterreg.eu/>

