



ADRION 1st and 2nd Calls for proposals

S.O. 2.1 “Valorisation and preservation of natural and cultural heritage as growth assets in the ADRION area”

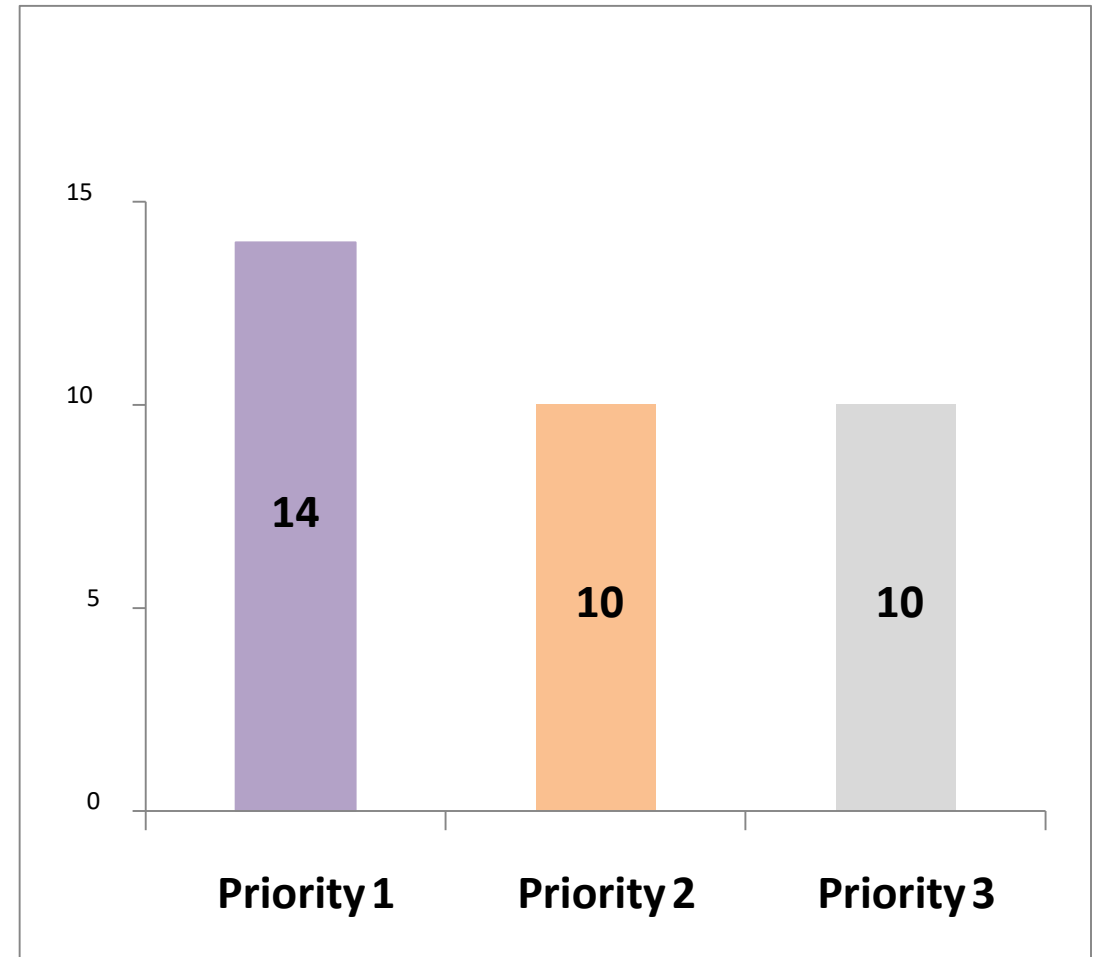
Marco Zecchinato, Joint Technical Secretariat of the ADRION Programme

AI-NURECC Workshop on Cruise Tourism - 27 June 2018

ADRION 1° CALL FOR PROPOSALS: main outcomes

ADRION 1st call for proposals: 34 approved operations

- 34 approved project;
- P.A.1 **Innovative and smart region**: 14 projects;
- P.A. 2 **Sustainable region**: 10 projects (6 projects relate to S.O. 2.1 – **Natural and cultural heritage**)
- P.A. 3 **Connected region**: 10 projects;
- Average partnership size: 9 partners;
- Average EU contribution: MEUR 1,1



ADRION 1st call for proposals - S.O. 2.1: 6 approved operations

753	TOUREST	Support to sustainable tourism policies to increase water efficiency in ADRION coastal areas and reduce the negative impact of tourism on natural heritage . Lead Applicant: Region of Sterea Ellada (EL)
314	ADRION 5 SENSES	The project is focused on innovative tourism marketing strategy : diversification of touristic products based on an innovative method of Sensory marketing which builds on the 5 senses. Lead Applicant: Region of Epirus (EL)
496	APPRODI	Fostering alternative and off-season tourism by enhancing the management and the promotion of ancient harbour sites as alternative touristic destinations . Lead Applicant: University of Teramo (IT)
521	SMART Heritage	Promotion of sustainable management and valorisation of the cultural heritage of ADRION countries, reducing the seasonality of the tourism supply. Lead Applicant: ZADRA NOVA Agency (HR)
225	QNest	Valorisation of cultural, traditional and environmental heritage of the area, through the creation of a quality and sustainable tourism transnational brand ; testing of innovative routes. Lead Applicant: University of Salento (IT)
608	Adriaticaves	Exploit the Adriatic Ionian caves as alternative touristic attraction , making them attractive tourist destination all year round. Lead Applicant: Majella National Park (IT)

ADRION 1st call for proposals - S.O. 2.1: APPRODI project

Common territorial challenge

Enhancement of ancient harbor sites' unused potential for economic growth as ecotourism destinations

Main objective

Promotion and valorization of cultural heritages in ADRION area by enhancing management and promotion of ancient harbors sites as touristic destinations and by improving the involvement of local communities.

Activities

5 pilot sites will be valorized as new potential destinations by applying innovative techniques, such as geo-archeological investigations (Ortona, Durazzo, Dubrovnik) whose findings will be exposed in Museums exhibitions or zero impact and zero infrastructures solutions for an innovative coastal and lagoon archaeological park (Torcello, Venice).

Awareness raising actions and thematic promotional events

training to professionals of the touristic sector and unemployed young people as an encouragement of business and trade development based on cultural heritage

outputs

Joint strategic plan for the promotion of valorized touristic destinations

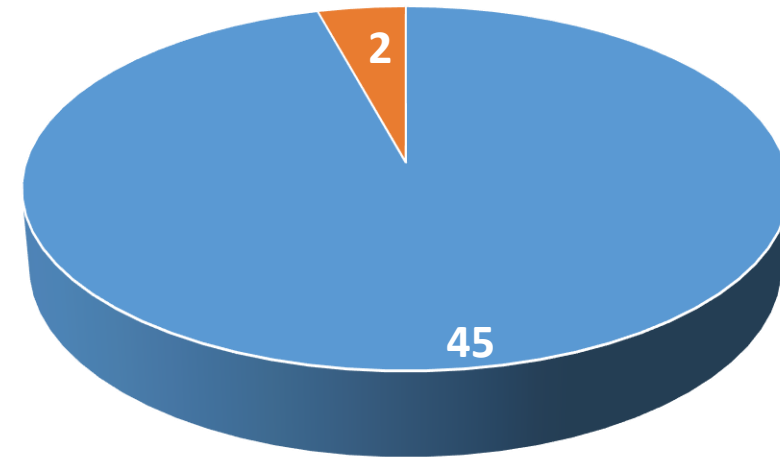
“ANCIENT ADRION PORTS City” network

5 small scale investment and demonstration projects

ADRION 1st call for proposals - S.O. 2.1: 47 partners involved

Specific Objective S.O 2.1 - Partners per country

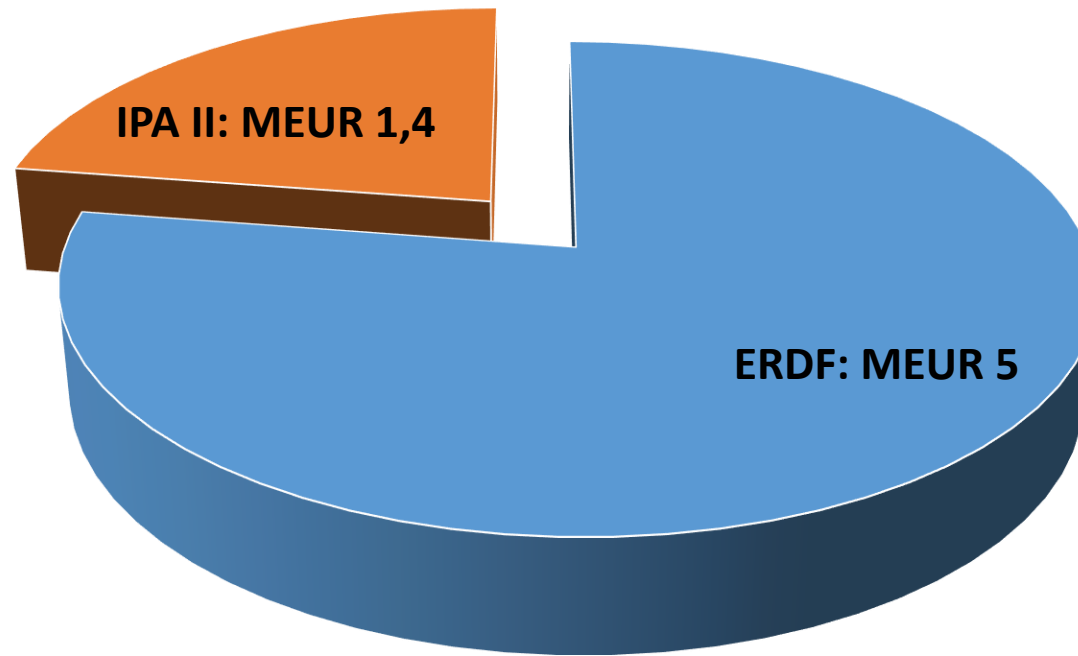
ITALY	13
SLOVENIA	4
GREECE	9
CROATIA	8
ALBANIA	5
BOSNIA	3
MONTENEGRO	3
SERBIA	2
TOTAL	47



■ Public ■ Private

ADRION 1st call for proposals - S.O. 2.1: 1st call - allocated UE funds

Total EU Funds: MEUR 6,4



ADRION 1st call for proposals – P.A. 2: main findings

- P.A. 2 was the most preferred among potential beneficiaries;
- Weakest performance both with regard to the respect of administrative and eligibility requirements (49% of proposals were eligible);
- Weakest performance in the quality assessment (9% of eligible proposals passed the strategic and quality assessment, i.e.: 4% out of the 227 submitted applications were approved);
- Participation of the same institutions in many proposals questioning their effective commitment and capacity.



Many proposals were not submitted in accordance with ADRION requirements and inaccurately prepared

ADRION 2° CALL FOR PROPOSALS – P.A. 2: main features

ADRION 2nd call for proposals P.A. 2: main features

Targeted call

Open from 26 March to 29 June 2018 (extended to the 3rd of July)

Eligible Priority Axis

Priority Axis 2 – Specific Objective 2.1 and 2.2
Predefined compulsorily topics and sub-topics among which to choose

Overall resources
allocation

MEUR 34,3 EU contribution:

- **ERDF: MEUR 29,20**
- **IPA: MEUR 5,1**

ADRION 2nd Call for proposals - S.O 2.1: eligible topics

1

Preserve, capitalise and innovate cultural and natural heritage

2

Monitor, evaluate and mitigate environmental and social pressure for and by tourism

3

Develop sustainable tourism by reducing pollutant agents

Each project proposal must address:

1 S.O. (2.1 OR 2.2)
1 topic among those of the selected S.O.

2 topics among those of the selected S.O only on provision of **proper justification**

Choice among the compulsory sub-topics of the selected topic is free, upon the characteristics and thematic goal of the project proposal.

Monitor, evaluate and mitigate environmental and social pressure for and by tourism

1. Set up, test and implementation of **negotiation, mediation, participation and conflict resolution models** in the context of **tourism; culture preservation, local needs and economic growth** in the context of **cultural and natural heritage**;
2. Encourage the assessment of the **transnational effects** of fast growing segments such as **cruise tourism**, examining the interlinkages between port facilities, marinas, and other maritime industries and of issues concerning **competition between land and maritime users** in coastal environment.