

**BUILDING  
A COMMON  
FUTURE**

## **LAUNCH EVENT**

**INTERREG IPA CBC**

**ITALY-ALBANIA-MONTENEGRO PROGRAMME**

**Bari, 6 March 2017**

**Thematic Workshop – Priority Axis 2**

**Joint Secretariat – Puglia Region**

# Programme Strategy

## Priority Axis 1



Strengthening the cross border cooperation and competitiveness of SMEs

## Priority Axis 2



Smart Management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness

## Priority Axis 3



Environment protection, risk management and low carbon strategy

## Priority Axis 4



Increasing cross border accessibility, promoting sustainable transport service and facilities and improving public infrastructures

# Programme Strategy

PA 1- Strengthening the cross border competitiveness of SMEs

SO 1.1- Enhance the framework conditions for the development of SMEs cross border market

PA 2 - Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness

SO 2.1 - Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development

SO 2.2 Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products

PA 3- Environmental protection, risk management and low carbon strategies

SO 3.1 – Increase cross border cooperation strategies on water landscapes

SO 3.2 – Promotive innovative practices and tools to reduce carbon emission and to improve energy efficiency

PA 4 - Increasing cross border accessibility, promoting sustainable transport services and facilities and improving public infrastructures

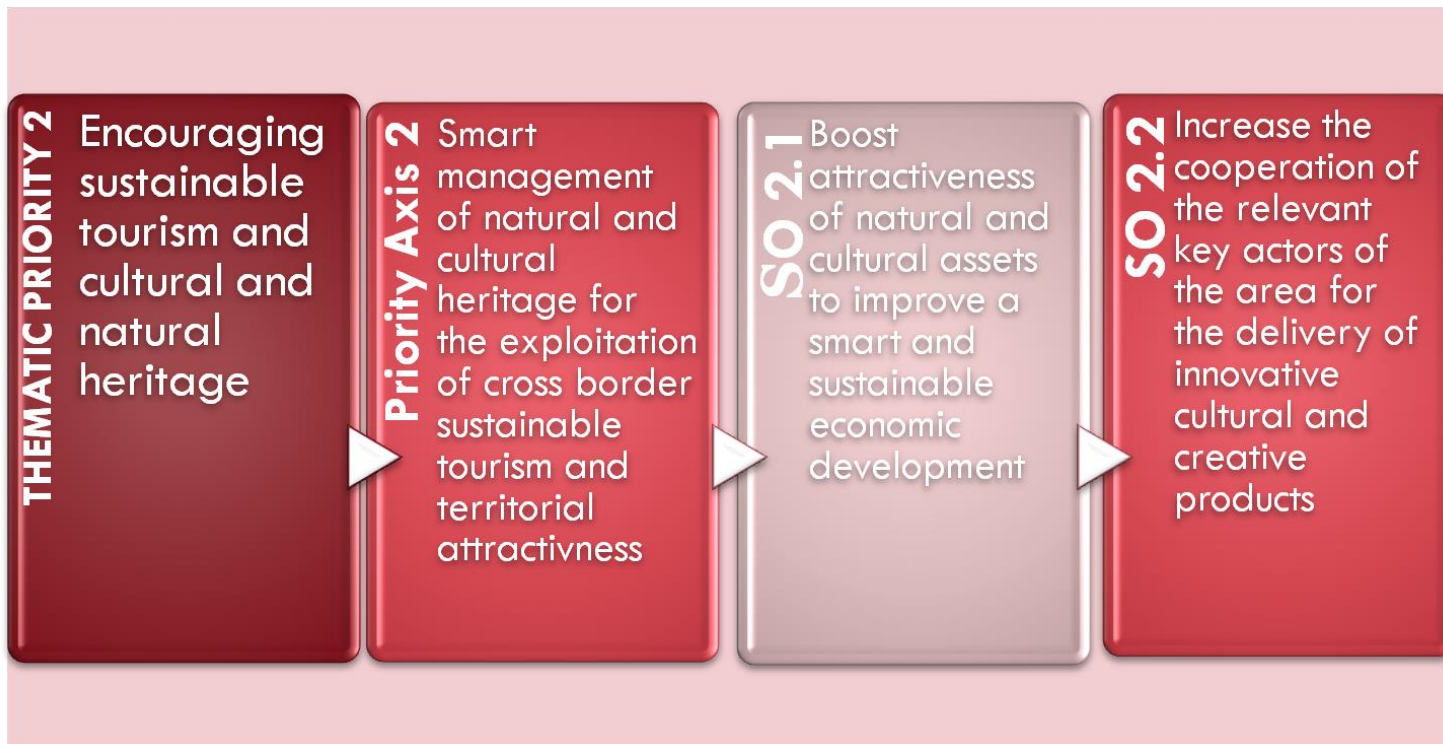
SO 4.1 – Increase coordination among relevant stakeholders to promote sustainable cross border connections in the cooperation area

# Cross Cutting Themes

*“promoting local and regional governance and enhancing the planning and administrative capacity of local and regional authorities”*

*“strengthening research, technological development, innovation and information and communication technologies through, inter alia, promoting the sharing of human resources and facilities for research and technology development”*

# PA2. SMART MANAGEMENT OF NATURAL AND CULTURAL HERITAGE FOR THE EXPLOITATION OF CROSS BORDER SUSTAINABLE TOURISM AND TERRITORIAL ATTRACTIVENESS



## SO 2.1 – Boost Attractiveness of Natural and Cultural Assets to Improve a Smart and Sustainable Economic Development

### Objectives

- Valorization of existing natural and cultural assets in a systematic, comprehensive and wide way, affecting protection and quality of the environment as basis of any kind of touristic promotion;
- homogenisation of the cross border policy environment, the qualification of the managerial behaviour of operators, the identification and adoption of quality standards for structures and services, up to the implementation of small scale infrastructural interventions, the joint promotions of common branded and networked heritage, the promotion of lesser known destinations.
- application of an integrated approach for both natural and cultural heritage with its economic added value.

**EUSAIR  
strategy  
compliance**

- Pillar 4, mainly to: a) common tourist / territorial brand building; b) sustainable and accessible tourist offer; c) thematic tourist routes; d) foster natural heritage; e) upgrade of tourist products.
- Cross Cutting issue “Capacity building”.

## **SO 2.1 – Boost Attractiveness of Natural and Cultural Assets to Improve a Smart and Sustainable Economic Development**

### **EXPECTED RESULTS**

- a) Better cross-border smart and sustainable tourism management;
- b) Improved products and services for cross-border natural and cultural assets;
- c) environmental protection of natural habitats

## SO 2.1 – Boost Attractiveness of Natural and Cultural Assets to Improve a Smart and Sustainable Economic Development

| ID  | RESULT Indicator   | Measurement unit |
|-----|--|------------------|
| 2.1 | Common action Plans for the smart management of tourist destinations to be adopted by the public authorities of the Programme area | Quantitative     |

| ID  | OUTPUT Indicator   | Measurement Unit |
|-----|--|------------------|
| 2.1 | <ul style="list-style-type: none"><li>○ Number of new products, services and pilot or demonstration projects realized;</li><li>○ Number of valorized sites..</li></ul> | Number           |

## SO 2.1 – Boost Attractiveness of Natural and Cultural Assets to Improve a Smart and Sustainable Economic Development

### INDICATIVE LIST OF POSSIBLE ACTIONS

1. Developing common models and plans for the smart and sustainable tourism management, stimulating operators' public administrators and civil society stakeholders competences and skills, also favouring a bottom up approach.

2. Development of distinct and diversified tourism products and service provided to specific target groups (e.g. disabled people, young and elder tourists, etc.) and sectors (eno-gastronomic, sport, religious tourism, etc. ) even through small scale investments and demonstration projects

3. Promoting actions, impacting also on protection and quality of the environment, for the valorisation of lesser known destinations, protected areas (parks, Natura 2000 sites) and cultural assets of the Programme territory (common branding, promotional materials, other ITC promotional tools, such as interactive maps, apps, advisory systems, virtual tours, web portal etc.)

## SO 2.2 – Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products.

### Objective

- Increasing of cooperation for the development of high added value within the cross-border cultural/creative products and services.

### EXPECTED RESULTS

Increased structured cooperation and networking in the cultural and creative sectors.

### EUSAIR strategy compliance

- Pillar 4, mainly in terms of support to: a) foster cultural heritage, creative cross border region.
- Cross Cutting issue "Capacity building"

## SO 2.2 – Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products.

| ID  | RESULT Indicator   | Measurement unit |
|-----|--|------------------|
| 2.2 | a) cross border networks in the cultural and creative fields;<br>b) cross-border agreements in the cultural and creative fields. | Quantitative     |

| ID  | OUTPUT Indicator   | Measurement Unit |
|-----|--|------------------|
| 2.2 | <ul style="list-style-type: none"><li>○ Number of enterprises receiving non-financial support (common indicator – ref. Annex of Reg.(EU) No 1299/2013);</li><li>○ Number of cross-border creative platforms.</li></ul> | Number           |

## SO 2.2 – Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products

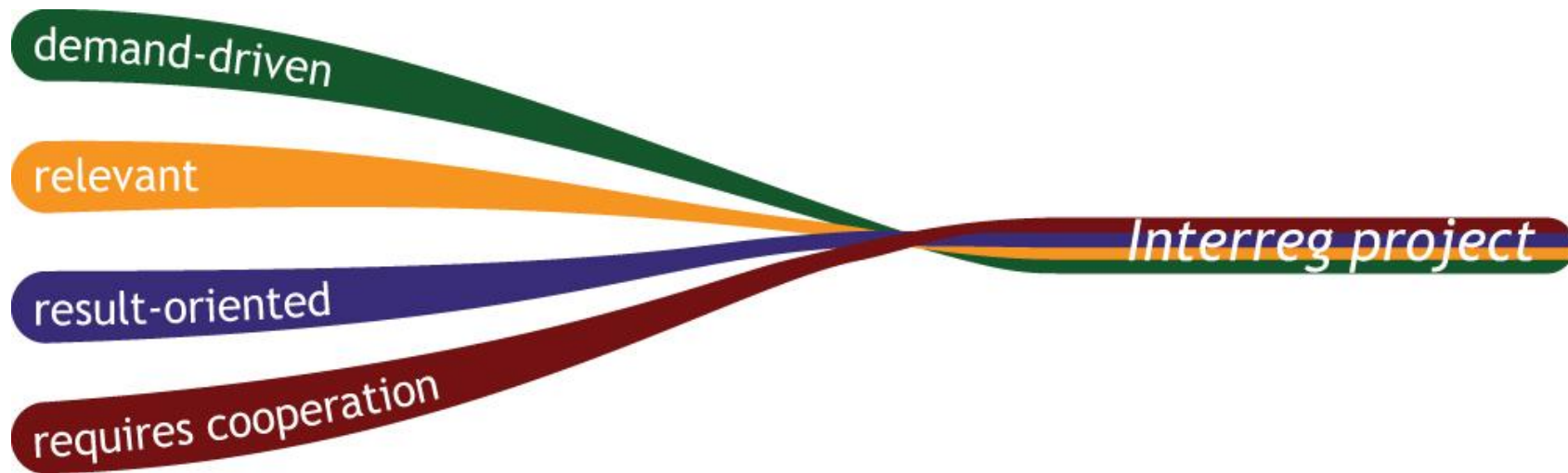
### INDICATIVE LIST OF POSSIBLE ACTIONS

1. Setting up cross-border cooperation platforms (South Adriatic creativity cooperation platforms) and networks on cultural and creative industries, also fostering the public – private partnership.
2. Realizing creative productions to enhance the cultural heritage of the area

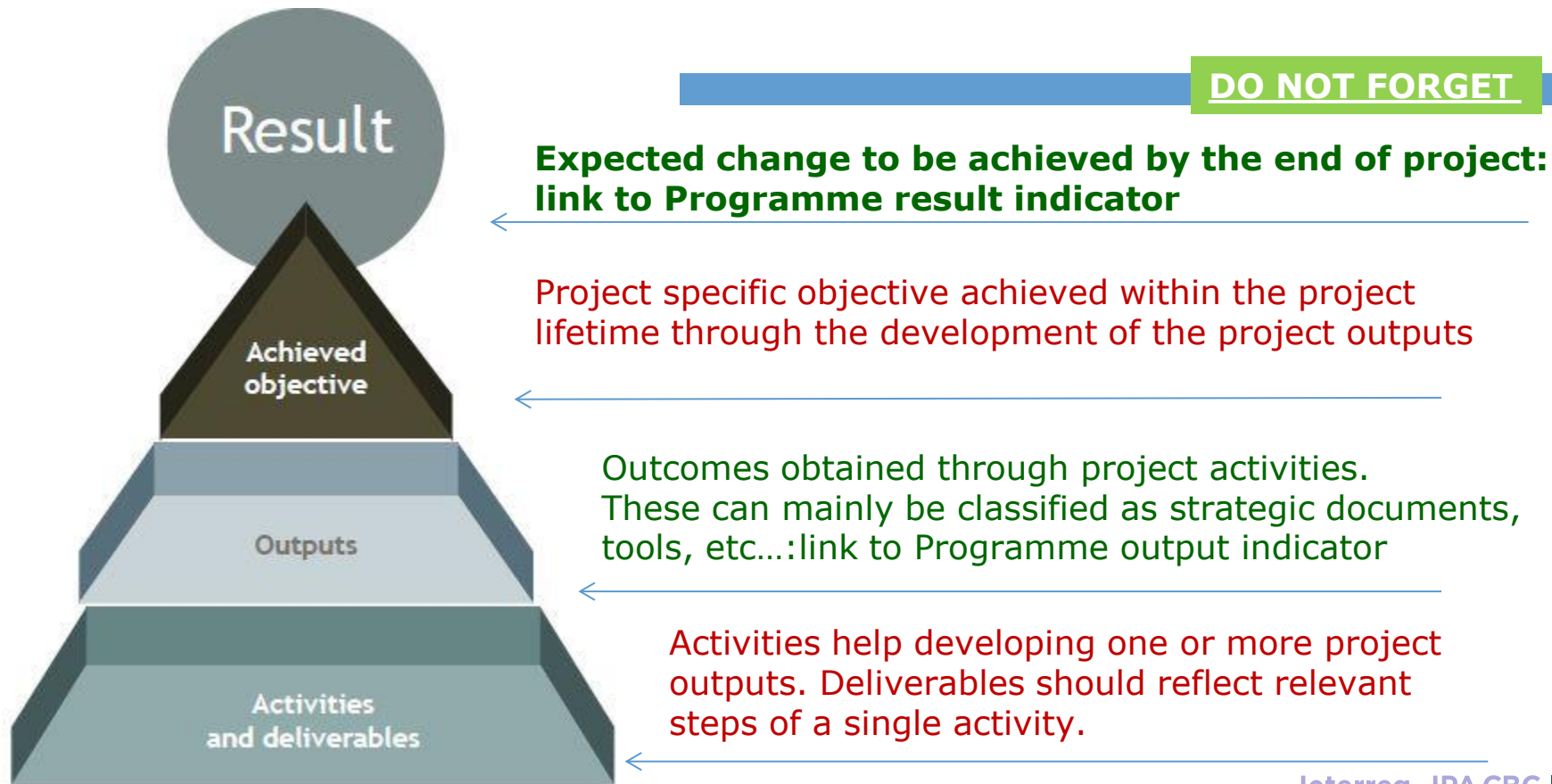
# PROJECT INTERVENTION LOGIC

...relevance, justification, context

**DO NOT FORGET**



# PROJECT INTERVENTION LOGIC... what it means



# PROJECT INTERVENTION LOGIC.... the **SMART approach**.

What is really an objective and how should it be defined?

**DO NOT FORGET**

| <b>S</b> | <b>SPECIFIC</b>     | Answer a specific need                                |
|----------|---------------------|---|
| <b>M</b> | <b>MEASURABLE</b>   | Can it be measured?                                   |
| <b>A</b> | <b>ACHIEVABLE</b>   | Based on available resources and existing constraints |
| <b>R</b> | <b>RELEVANT</b>     | Is it compliant with the overall project objective?   |
| <b>T</b> | <b>TIME-RELATED</b> | A defined deadline                                    |

# PROJECT INTERVENTION LOGIC...project result and output

**DO NOT FORGET**

| Project result  | Project main output  |
|---|--|
| The <u>immediate advantage</u> of carrying out the project telling us about <u>the benefit</u> of using the project main outputs. It should indicate <u>the change</u> the project is aiming for. | The outcome of the activities funded telling us what has actually been <u>produced for the money given</u> to the project. It contributes directly to the achievement of the project result. |
| → Established cooperation among wood technology enterprises and regional support structures in the cross-border area  | → 1 cross-border wood technology development centre<br>→ 10 enterprises receiving non-financial support  |

# PROJECT INTERVENTION LOGIC....

**some examples:** OUTPUTS or RESULTS?

- 1** SMEs supported
- 2** Reduction of travel time
- 3** Pollution prevention schemes implemented on farms
- 4** Action plan or the protection of natural heritage in the CBC area
- 5** Increased cross-border interaction among senior citizens

# PROJECT INTERVENTION LOGIC...

## how to make a link----EXAMPLES

### Programme output indicators

Number of valorized sites  
(SO.2.1)

Number of cross border creative  
platforms (SO.2.2)

### Examples of Project main outputs

- 2 parks improved for tourism  
fruition
- 1 CB creative platform

# PROJECT INTERVENTION LOGIC....how to present a WORKPLAN

**DO NOT FORGET**

- **Work packages**

- ☐ Activities
- ☐ Deliverables
- ☐ Partners' involvement

- **Time plan**

- ☐ Timeframe for each activity
- ☐ Delivery date for outputs and deliverables

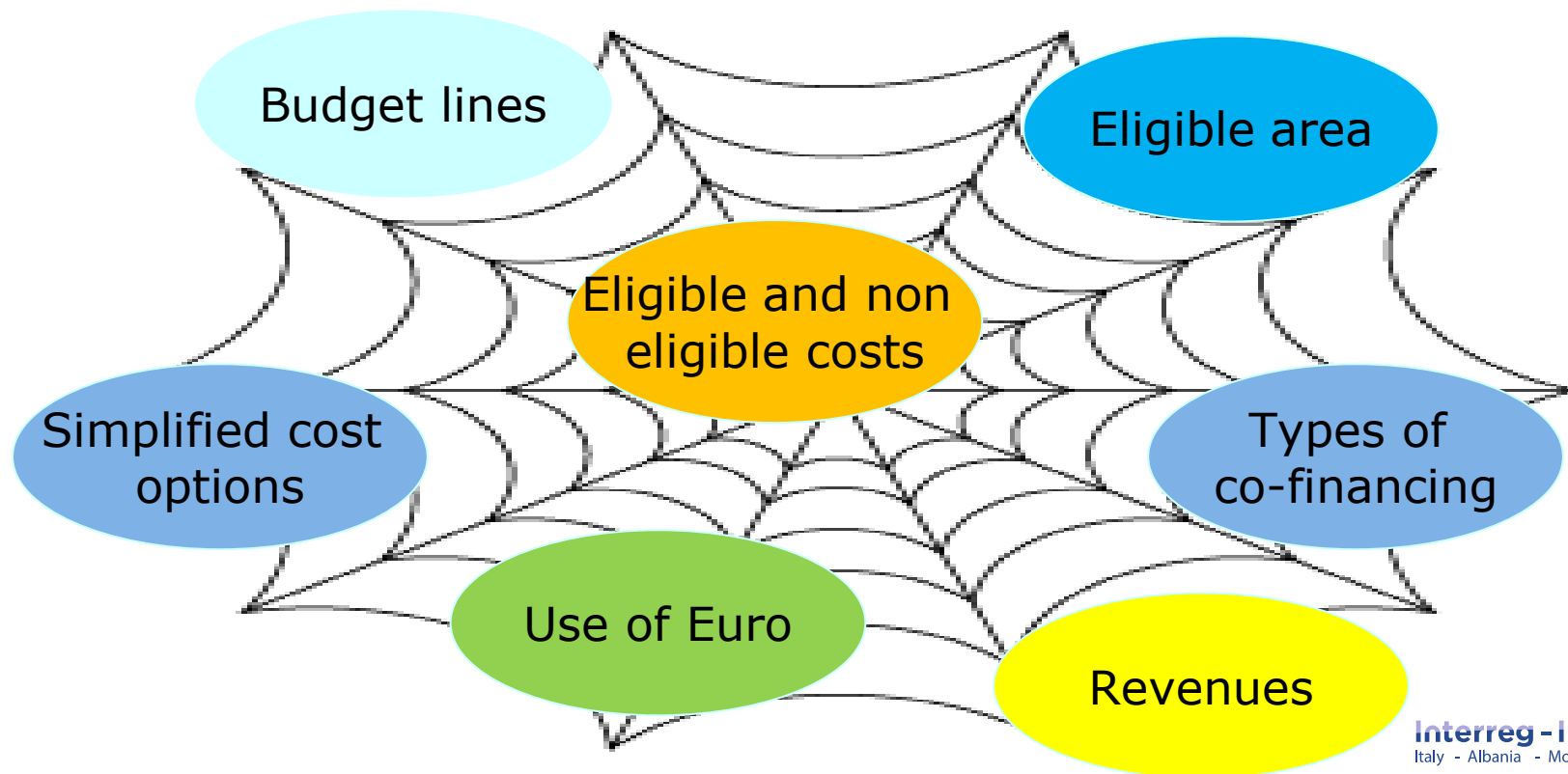


**What is a  
sufficient level  
of detail?**

# PROJECT INTERVENTION LOGIC

....what the project needs to know

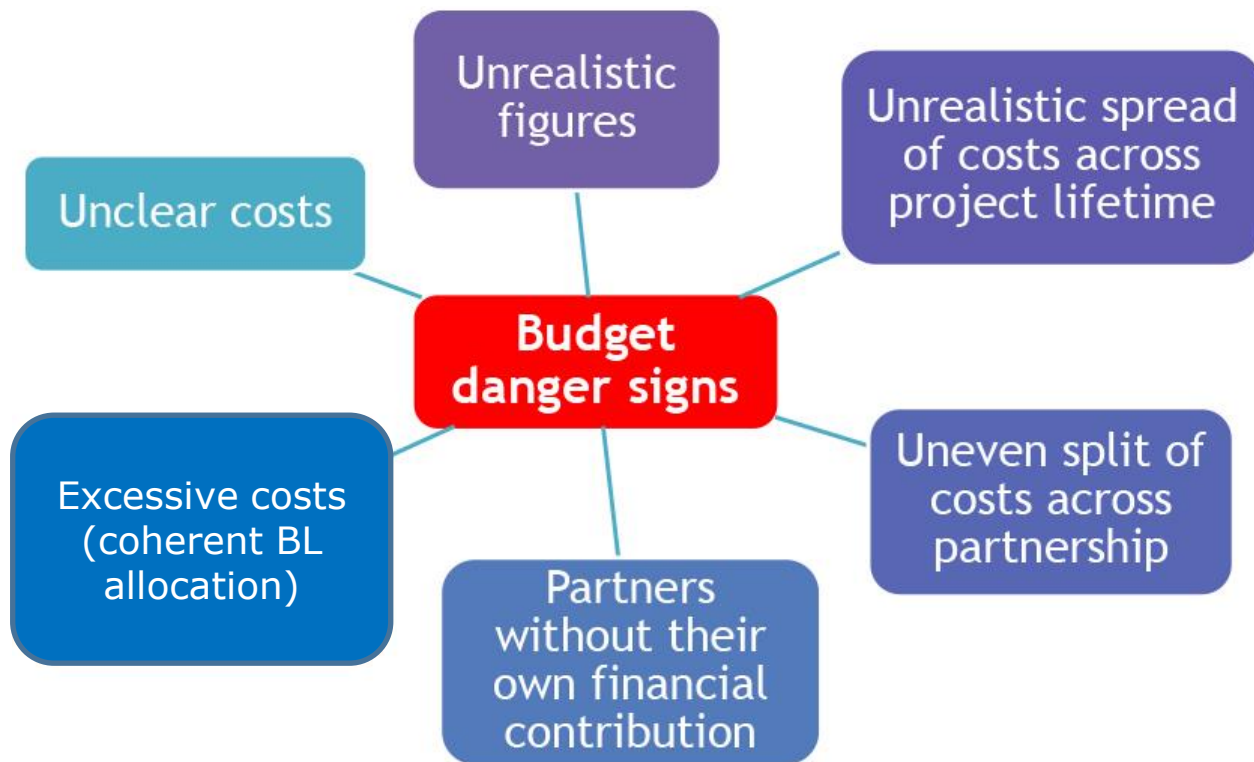
**DO NOT FORGET**



# PROJECT INTERVENTION LOGIC

## .... Project budget danger signs

**DO NOT FORGET**



# PROJECT INTERVENTION LOGIC....

## Other reminders

- |   |  |  |
|---|--|--|
| 1 | Horizontal Principles                          |  |
| 2 | State Aid Discipline (GBER, De minimis rules)  |  |
| 3 | Activities and costs outside the eligible area |  |
| 4 | Cooperation Criteria                           |  |
| 5 | Assessment criteria                            |  |

**and much more... soon!!!**

## Thanks for your attention

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