

# **Deliverable 5.2.1 – 5.2.2**

**Transferability plan at pilot area and regional scale  
(country and transboundary level)  
Po Delta Park Veneto Region Authority**



**Pilot areas of Rosolina Mare and Polesine Camerini**

## *Background*

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CO-EVOLVE is an Interreg MED modular project co-financed by the European Regional Development Fund, which lasted from January 2017 up to October 2019. It aimed at analyzing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing sustainable development of touristic activities based on the principles of Integrated Coastal Zone Management (ICZM) and Maritime Spatial Planning (MSP).

As all Interreg MED modular projects, Co-Evolve was divided in three phases: the studying phase, the testing phase and the transferability phase. During the first phase of the project - the studying phase -, an unavailable analysis at MED scale of threats and enabling factors for sustainable tourism with local studies on representative pilot areas has been performed in order to demonstrate through pilot actions the feasibility and effectiveness of a ICZM/MSP based planning process. The coherent and cross-fertilized analysis performed constituted the basis of indications for the testing phase, which translated in practice those findings in order to implement pilot actions (plans, concrete actions and measures) in selected coastal zones, setting the conditions for a sustainable tourism in coastal areas. Finally, the transferring phase, in the framework of which this document has been produced, targets two levels: the pilot/regional scale and the Mediterranean scale. At the local/regional level, the objective is to transfer the results of the analysis and demonstration actions beyond the immediate territorial and administrative limits of the pilot area. At the Mediterranean level, the objective is to transfer Co-Evolve major findings, conclusions and outputs to relevant authorities from each Mediterranean countries.

It should be noted that the purpose of this document is not to present in detail the results of Co-Evolve, be it research or pilot area experiments, but to give an overall overview of what has been achieved. The individual reports are available on the Co-Evolve website <https://co-evolve.interreg-med.eu/> and the direct references of the reports mentioned in this document are listed in the bibliography.

## Contents

<b>Chapter 1: Results from the studying phase</b>	<b>4</b>
<b>1.1 Threats and enabling factors for tourism sustainability</b>	<b>5</b>
1.1.1 Tourist fluxes and carrying capacity	5
1.1.2. Littoralization and urbanization	6
1.1.3. Land-sea interactions	7
1.1.4. Coastal erosion and protection measures	7
1.1.5. Ecosystem threats and protection	8
1.1.6. Water management	9
1.1.7. Transport and accessibility	10
<b>2. Co-evolve's planning methodology</b>	<b>12</b>
<b>3. Co-evolve's tourism typology and indicators</b>	<b>15</b>
<b>Chapter 2 – Results of pilot experiences in Rosolina Mare and Polesine Camerini</b>	<b>18</b>
2.1. Presentation of the baseline situation	18
2.2. Methodology used at pilot area	22
2.3. Stakeholders involvement	23
2.4. Tools applied	23
2.5. Proposals of solutions	27
<b>Chapter 3 – Replicable tools and methods</b>	<b>27</b>
3.1. Positive experiences with a replication potential	27
3.2. Negative experiences to be avoided	30
<b>Chapter 4 – Actual replication/transfer</b>	<b>31</b>
4.1. Replication at the local level	31
4.2. Replication at the regional level in a transboundary context	32
4.3. Meetings organized for transferability	34
<b>Bibliography</b>	<b>39</b>

## Chapter 1: Results from the studying phase

The coastal areas are very coveted spaces, which are also fragile and limited. The concentration and competition of human activities have led to degradation of coastal ecosystems. The challenge of sustainable development in these areas is to preserve outstanding natural spaces without hindering the development of human activities. Tourism is one of the major economic activities on the coastal zone of the Mediterranean region. In 2014, it accounted for 11.3 percent of Gross Domestic Product (GDP) and 11.5 percent of employment in 2014, with expected significant growth through 2025 including a 0.6 percent increase in total contribution to GDP<sup>1</sup>. As such, this activity has a crucial role to play in the development of the region. Though, the continuous growth of tourism in Mediterranean coastal areas exerts pressures on environmental and cultural resources of the coastal zones, and affects negatively social and cultural patterns of tourist destinations.

The approach of Integrated Coastal Zone Management (ICZM) is perceived by European Union (EU) and numerous international organizations as the most appropriate approach for the development and the management of coastal zones. ICZM is defined as “a dynamic process for the sustainable management and use of coastal zones, taking into account at the same time the fragility of coastal ecosystems and landscapes, the diversity of activities and uses, their interactions, the maritime orientation of certain activities and uses and their impact on both the marine and land parts”<sup>2</sup>. It is complemented on the sea side with maritime spatial planning (MSP) principles. MSP aims at “analyzing and allocating the spatial and temporal distribution of human activities in marine areas to achieve objectives usually specified through a political process”<sup>3</sup>. In order to better understand which are the threats tourism poses to the coastal zones, but also which are the most relevant enabling factors for its sustainability, an analysis has been performed, and its results are summarized below.

<sup>1</sup> Plan Bleu, 2016. Tourism and Sustainability in the Mediterranean: Key Facts and Trends.

<sup>2</sup> UNEP/MAP/PAP/RAC, 2008, ICZM Protocol

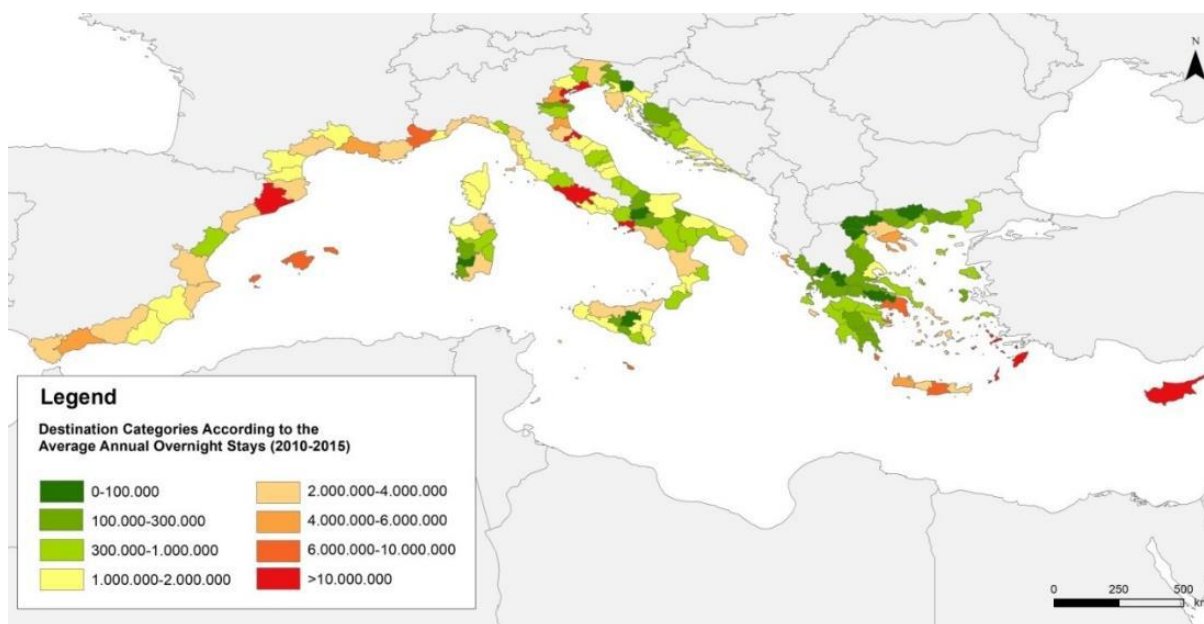
<sup>3</sup> Ehler, C. and Douvère, F. 2009. Marine Spatial Planning: a step-by-step approach toward ecosystem-based management, Intergovernmental Oceanographic Commission and Man and the Biosphere Programme. IOC Manual and Guides no. 53, ICAM Dossier no. 6. Paris: UNESCO.

## 1.1 Threats and enabling factors for tourism sustainability

### 1.1.1 Tourist fluxes and carrying capacity<sup>4</sup>

Massive tourist fluxes can alter and compromise tourism destinations causing several potential direct and indirect impacts, strictly linked to the increasing need of local resources, space and to the over-production of waste/pollution. Diversification of the tourist offer, de-seasonalization and distribution of the flows on wider areas are all key actions to reduce the pressure from tourist fluxes.

The Tourism Carrying Capacity Assessment (TCCA) is a valuable decision-making tool for maritime and coastal tourism destinations planning. A system of metrics for a logical assessment of TCCA for maritime and coastal tourism in the Mediterranean was developed in the frame of CO-EVOLVE.



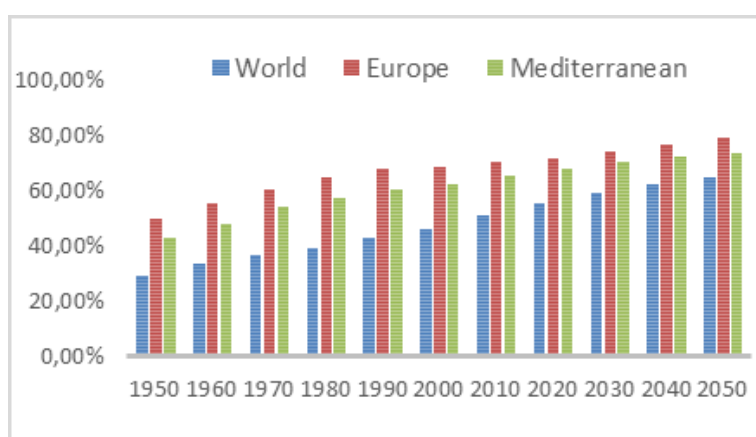
**Figure 1: Destination categories according to the Average Annual Overnight Stays (2010-2015) (from Coccossis, H. and Koutsopoulou, A., 2017(b))**

<sup>4</sup> CO-EVOLVE project: Coccossis H. and Koutsopoulou A., 2017(a); Coccossis H. and Koutsopoulou A., 2017(b)

### 1.1.2. Littoralization and urbanization<sup>5</sup>

Urbanization and especially coastal urbanization or littoralization, namely land occupation by urban land uses and related infrastructure in coastal areas, is a long-standing and intense phenomenon in the Mediterranean region.

Between 1950 and 2010, the Mediterranean urbanisation rate increased from 42.86% to 65.63%, while estimations show that, by 2050, 73.96% of the Mediterranean population will live in urban areas. The population residing in urban areas is shown in Figure 1.



**Figure 2: Increase of the population residing in urban areas (%) (Coccossis H., Stavridou K. and Koutsopoulou A., 2017, based on United Nations Environmental Programme Data Set, 2015)**

The population within 100 kilometres of the Mediterranean coast has increased almost 1.5 times in the period from 1975 to 2005 (figure 1). Likewise, the population density at the European coast of the Mediterranean, from 1950 to 2013, is continuously increasing but with a lower growth rate over the years.

If the urbanization rate of European countries is expected to increase by a moderate degree by 2050, North African countries' rate will grow even more rapidly.

Coastal urbanization/littoralization can be considered both as a threat to and a main component of the tourist destinations development. Mature tourist destinations with high tourism dynamism show the highest degree of coastal urbanization/littoralization, while regions characterized by low to medium touristic pressure are still predominantly rural.

The ICZM Protocol is the main instrument at the basin scale to address littoralization/urbanization. In its article 8, it requires the contracting parties to establish a setback zone where construction is not allowed in the first 100 meters from the shore. At the national level, all Mediterranean countries have developed strategies and plans to manage land use in their coastal areas.

<sup>5</sup> CO-EVOLVE project: Coccossis H., Stavridou K. and Koutsopoulou A., 2017.

### *1.1.3. Land-sea interactions<sup>6</sup>*

The Mediterranean has long been the focal point of interactions between different coexisting and often conflicting socio-economic activities, such as fisheries and agriculture, energy extraction and exploration, and maritime transport. However, currently the maritime and coastal tourism is the largest sea-related economic activity in the Mediterranean region. Future scenarios indicate that in 2030 the Southern and Mediterranean Europe will receive 103 arrivals per 100 inhabitants. The forecast for energy extraction and exploration is for an increased exploitation of offshore oil and gas deposits; while for maritime transport a 4% annual growth rate in global trade over the next decade can be anticipated.

Similarly, fish aquaculture production in the Mediterranean countries of the EU is expected to increase by 112% between 2010 and 2030 (Piante & Ody, 2015<sup>7</sup>). Impacts from other activities on tourism include, for instance, negative interactions with marine aquaculture (conflicts over the use of space and local degradation of ecosystems), the density and negative influence of ports infrastructures, and negative interactions with off-shore oil and gas infrastructures.

### *1.1.4. Coastal erosion and protection measures<sup>8</sup>*

Many important tourist destinations along the EU Mediterranean coast are exposed to erosion.

If over the past decades the broad erosion along the Mediterranean coasts has been basically related to the anthropogenic development, which altered the overall sediment budget and the natural balance of littoral sand nourishment, the future erosion trends will additionally largely depend on the climate change effects (sea-level rise and extreme events). Building coastal defense structures is a concrete way to prevent or reduce erosion at the local level. A significant presence of hard defense structures is observed in several Mediterranean areas characterized by sandy beaches and high urban development. Well-designed defense structures generally reduce the erosion rate of the protected beach, and are often combined with sand supply, dredging and nourishment in the framework of ICZM

<sup>6</sup> CO-EVOLVE project: Coccossis H. and Koutsopoulou A., 2017(d)

<sup>7</sup> CO-EVOLVE project: Piante C., Ody D., 2015. Blue Growth in the Mediterranean Sea: the Challenge of Good Environmental Status. MedTrends Project. WWF-France

<sup>8</sup> CO-EVOLVE project: Carniel S., Gaeta M.G. and Bonaldo D., 2017(a); Carniel S., Gaeta M.G. and Bonaldo D., 2017(b); Rizzetto F. and Vacca C., 2017(a).

policy development. Although the technique of beach nourishment is nowadays becoming much more adopted in the Mediterranean region, it is often applied as a measure of a remedial rather than preventive strategy. Therefore, an overall long-term planning, coastal management, and regular monitoring of the coastline should be included in the planning of this type of measures as part of ICZM policy.

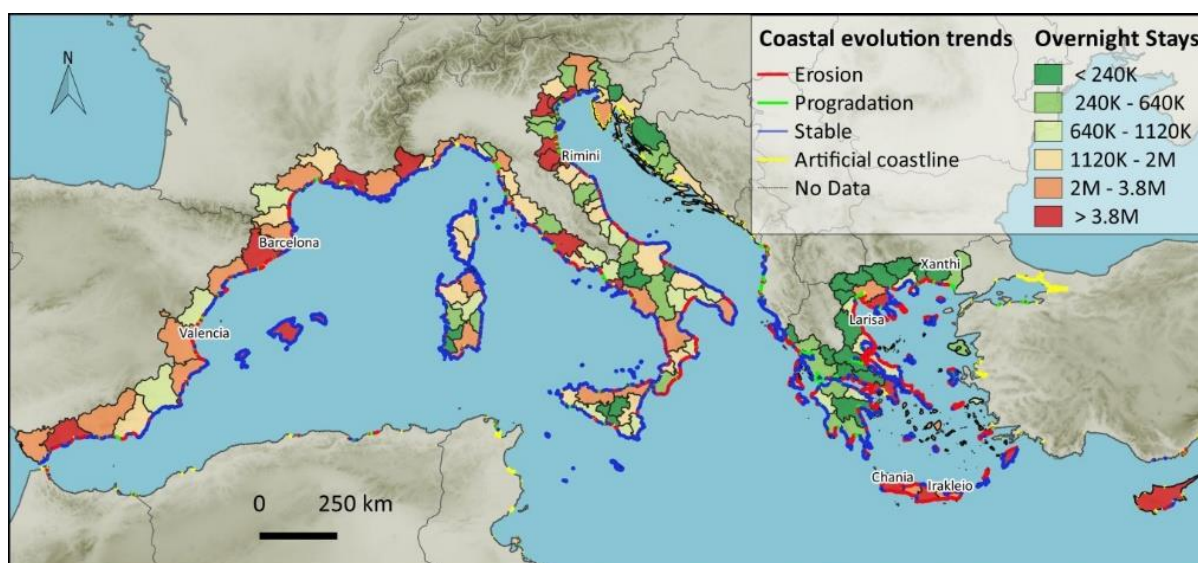


Figure 3: Coastal evolution trends and NUTS III overnight stays (average 2010-2015) in the Northern Mediterranean (from Drius et al. 2018)

### 1.1.5. Ecosystem threats and protection<sup>9</sup>

The main threats tourism poses to ecosystems are ecosystem fragmentation and degradation; wildlife disturbance and exploitation, solid waste production, water pollution, air pollution, introduction of alien species, noise pollution and light pollution.

On the other side, healthy coastal ecosystems provide multiple benefits for coastal tourism. They support recreation, wellbeing, aesthetic experience and intellectual stimulation. These so-called “cultural ecosystem services” rely on other services provided by coastal ecosystems crucial for tourism development, such as for instance micro-climate regulation and protection from coastal erosion. Considering the importance of ecosystem services for coastal tourism, current regulations, such as the MSP Directive, need to be supported and

<sup>9</sup> CO-EVOLVE project: Drius M., Bongiorno L. and Pugnetti A., 2017 (a); Drius M., Bongiorno L. and Pugnetti A., 2017(b); Drius M., Campanaro A., Bongiorno L. and Pugnetti A., 2017

guided by an ecosystem approach, which takes into adequate consideration also the role of ecosystem services.

Conservation measures are concentrated more in the EU Northern Basin (Corso Ligurian Basin) and in the Central Basin (between Tunisia and Sicily), than in the southern Mediterranean Basin.

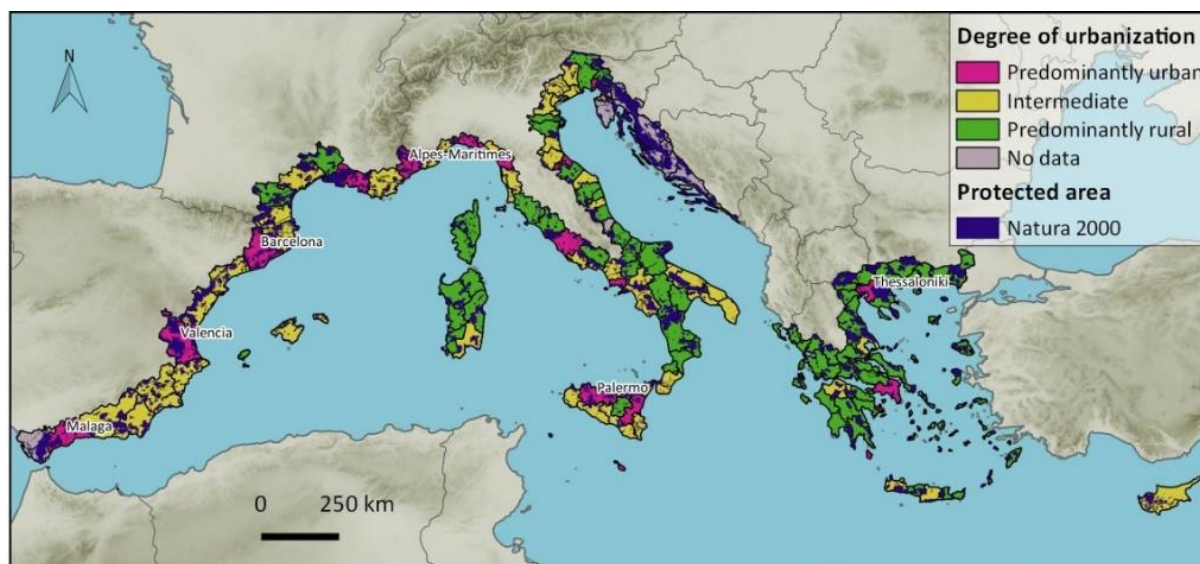


Figure 4: Degree of urbanization and distribution of Natura 2000 sites in the Northern Mediterranean (from Drius et al. 2018)

#### 1.1.6. Water management<sup>10</sup>

Most of the impacts of tourism on water resources are linked to seasonality, with peak demand coinciding with the dry season (summer). Spatial concentration along the coast, at locations with scarce local water resources (islands) and often in fragile natural environments, is particularly problematic. There are numerous conflicts among uses (drinking water, agriculture, industry, ecosystems).

<sup>10</sup> CO-EVOLVE project: Kennou H., Miquel S., Burak S., Margat J., and Dubreuil C., 2017

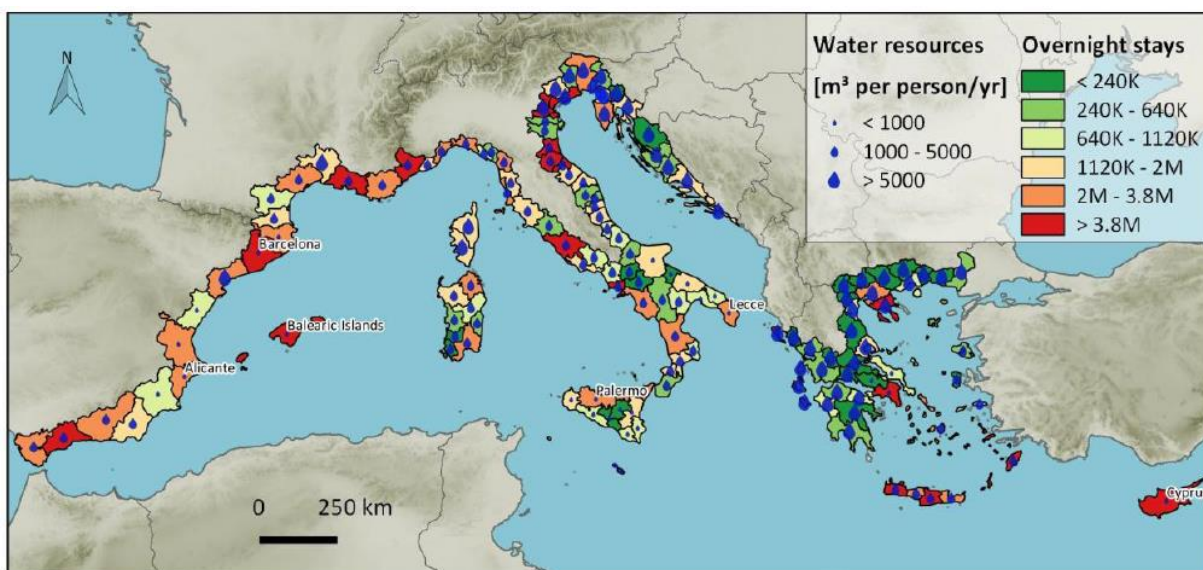


Figure 5: Availability of water resources and high tourist pressure (from Drius et al. 2018)

In the southern countries, as well as in Turkey, where water demand is still increasing and the resources are most threatened by climate change, the supply-side policy, mainly for development purposes, is still predominant. Overexploitation of groundwater is still unequally mastered. One of the main objectives of water policies is to prevent the consequences of drought and the risk of water shortage, as well as the current and future “water crisis” caused by climate change.

### 1.1.7. Transport and accessibility<sup>11</sup>

Transport can be considered as a key factor in the success of sustainable tourism development. Accessibility of a tourist destination in order to attract tourists largely depends on the availability and efficiency of transport needed to travel to that destination. On the other hand, poor accessibility to destinations can discourage visitors from attempting to reach these places altogether.

<sup>11</sup> CO-EVOLVE project: Sakib N., Musco F., and Gissi E., 2017. State of the art and future development of Transport and Accessibility at Mediterranean Scale.

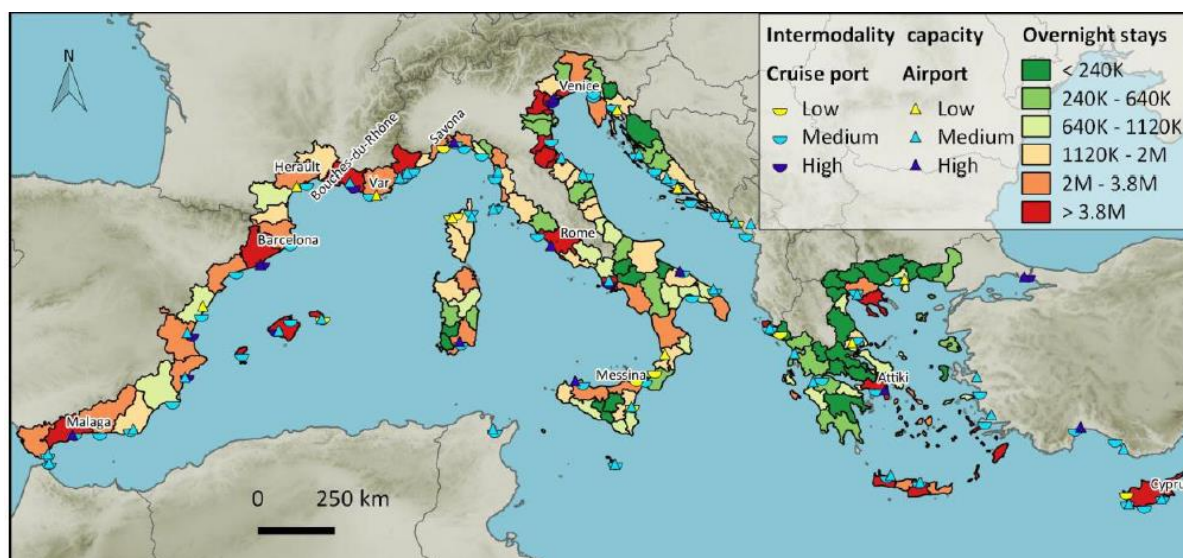


Figure 6: Intermodality capacity for cruise ports and airports is higher in Western Mediterranean than in Eastern Mediterranean, consistently with tourism fluxes (from Drius et al. 2018).

### 1.1.8. Interaction among threats and enabling factors <sup>12</sup>

All T&EF are expected to increase in the near future, although at different speed and intensity, with the exception of “pollution and other anthropogenic pressures affecting ecosystems” which should stay constant, owing to the good environmental policies and practices. In general, the intensity of the interactions between T&EF is increasing, with the three main drivers being: i) the morphological instability of coastal areas, also due to climate changes; ii) the increase of tourist fluxes; iii) the protection measures to put in place on the coasts and ecosystems in order to respond to threats and allow for sustainable tourism development. The expected increase of other uses of the coast and the sea within a general expansion of sea economy and their coexistence with tourism will be another major issue. This analysis, although simplified, clearly shows the importance of a multidisciplinary, integrated and long-term view and effort on policy and governance.

### 1.1.9. Governance for a better sustainability of tourism <sup>13</sup>

Even though they cannot be considered as “silver bullets”, the ICZM Protocol and MSP principles can be considered as major tools for the improvement of sustainability of tourism since they address all the crucial issues, which the Mediterranean basin is facing.

<sup>12</sup> CO-EVOLVE project: Drius M., V. Evers, S. Bellacicco, L. Petric, M. Prem, A. Barbanti, 2018.

<sup>13</sup> CO-EVOLVE project: Evers V., Petric L. and Prem M., 2017.

Considering tourism through their prism can also help adopt a holistic approach which is essential in order to balance the uses of the coastal zone, as well as to reduce the conflicts among them. Five main cross-cutting obstacles to sustainable tourism can be identified when adopting this holistic perspective.

- Obstacle 1: Countries' excessive orientation and over-dependence on tourism as an economic activity;
- Obstacle 2: Misbalance between destinations' carrying capacities and demand volume;
- Obstacle 3: Seasonal concentration of demand;
- Obstacle 4: Over-use and pollution of (natural and cultural) resources by tourism industry;
- Obstacle 5: Illegal activities by tourism industry.

The ICZM Protocol, as a legally binding instrument, complemented by the MSP principles on the marine part of the coastal zone, provides a legal basis for getting over these obstacles, and may act as a key enabling factor for co-evolution of the tourist areas of the Mediterranean region. Its implementation through the national laws, as well as through local practices, should enable the coastal destinations to keep or turn their coastal zones into healthy, attractive, economically balanced and diverse ones, which is the basis for developing sustainable tourism. Besides, it enables dealing with the emerging coastal environmental challenges, such as the climate change.

## 2. Co-evolve's planning methodology<sup>14</sup>

The guidelines produced in the framework of the project offer a step-by-step methodology to construct a tourism-driven strategic plan for sustainable development of coastal areas. They integrate the main principles and goals of ICZM and of sustainable tourism. The proposed planning methodology is organized in different consequential steps that constitutes an adaptive and cyclical process. It consists of 6 major phases, each of which includes key tasks and steps. The iterative process of tourism-driven strategic planning in coastal areas is reported in the figure bellow.

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<sup>14</sup> CO-EVOLVE project: Filippo Magni, Federica Appiotti, Denis Maragno, Alberto Innocenti, Vittore Negretto, Francesco Musco, 2017.



Figure 7- Conceptual framework of the methodology to the tourism-driven strategic plans construction (from Magni et al, 2017)

A short summary of each phase of the process is presented bellow.

**STEP 0 - PLANNING SET-UP:** The main aim of this step, that can be considered the most important pre-planning phase, is to create the needed bases for the subsequent implementation of the whole planning process. In this phase, one will answer to the **questions** why (why do we need this strategy for), who (identification of the stakeholders and of the team which will develop the plan), when (timing definition, identification of the milestones), where (territorial boundaries), and how (which are going to be the costs).

**STEP 1 - BUILDING KNOWLEDGE FRAMEWORK:** The overall aim is to analyze the area, in a coherent and integrate way, in order to build up the knowledge to support the decision-making process provided in steps 2 and 3, in which the vision and objectives are defined and the strategy is constructed. This step is organized in 3 main tasks. The first task aims to collect information about the existing area status in relation to sustainable tourism development. The information that should be collected and subsequently analyzed are: (i)

threats and enabling factors that affect the co-evolution of area's tourism development, (ii) area's sustainability status; (iii) existing policies and plans. The second task aims at analyzing data collected in order to obtain a knowledge framework useful to construct planning priorities and subsequent goals and objectives. The analysis must be strongly focused on the planning main goal. Finally, the third task's purpose is to organize the results obtained from the previous phases to facilitate the subsequent steps execution. At the end of this phase, a final summary of existing conditions of the area should be produced focusing on the agreed points

**STEP 2 - DEFINING GOALS VISION AND OBJECTIVES:** The starting point to create an effective strategy for sustainable tourism development in coastal areas is to set the main direction to which we want to move: the vision and its related objectives. The construction of the vision for the area and the identification of strategic specific objectives must be constructed, on one hand, addressing the strategic issues emerged from the analytical phase, and, on the other hand ensuring the coherence and compliance with ICZM and Sustainable tourism principles and main goals. Therefore, the step should be subdivided in 3 main tasks: the first one will consist in designing a common and integrated vision for the area; the second one will be to identify the main planning goals and objectives; and the last will be to link objectives with ICZM and sustainable tourism goals.

**STEP 3 - TOURISM DRIVEN STRATEGIC PLANNING CONSTRUCTION:** The aim of this step is to develop the longer-term elements for a sustainable tourism-driven development of the area starting from the vision and objectives identified. The tourism-driven strategy identifies a feasible "trajectory" of change based on the approved objectives and consisting of concrete actions reported in a comprehensive action plan for its implementation. Therefore, the tourism-driven strategic plan is an integrated set of desired and integrated outcomes in which the actions for the realization of them are explained through an action plan. The action plan will consist in a series of management actions aimed at achieving one or more identified objectives.

**STEP 4 - IMPLEMENTING THE PLAN:** The purpose of this phase is to apply the strategic approach to priority issues, i.e., on a smaller, more practical scale. Design and implement of strategic action plans depends upon the strategic priorities identified within the second step. As it identifies the key undertakings in consultation with stakeholders while focusing on resources and partnerships, the implementation of strategic actions plans remains fully congruent with the Co-evolve project approach.

**STEP 5 - REVIEWING THE PLAN:** The revision step is one of the most critical planning steps, and is an activity designed to provide constant feedbacks on the progress of the planning process and on the status and efficiency of its implementation. The revision step includes a phase of monitoring and a phase of evaluation. The aspect of tourism sustainability can be monitored using the “Sustainability toolkit” presented below, and the indicators selected for the specific area in the building framework step (step1). The use of indicators will show the trends of change after the actions’ implementation.

### *The importance of stakeholder involvement*

It is important to stress the development of the plan should be done in a participatory way. The participatory process shall start from the very beginning of the process (STEP 0), starting from concept development through implementation, to monitoring and evaluation of results. Early stakeholder engagement in decision-making has been frequently cited as essential if participatory processes are to lead to high quality and long-lasting decisions.

In order to be efficient, stakeholders involved should include not only the actors likely to have an impact on the project, but also the people who will be affected by the project. Categories of stakeholders usually considered as relevant in tourism context include government, residents, local business, visitors, tourism employees, academics, and civil society. The participation process is complex and can be problematic, as there has to be collaboration among stakeholders holding different opinions on the same subject. For example, investors and hotel managers often don’t share the point of view of NGOs.

## *3. Co-evolve’s tourism typology and indicators<sup>15</sup>*

### *Tourism typology*

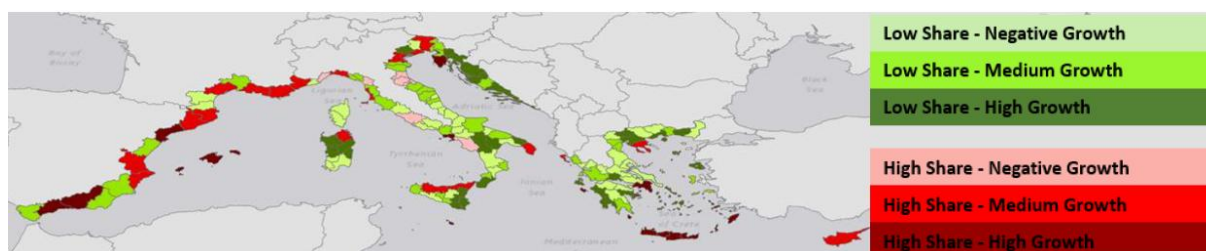
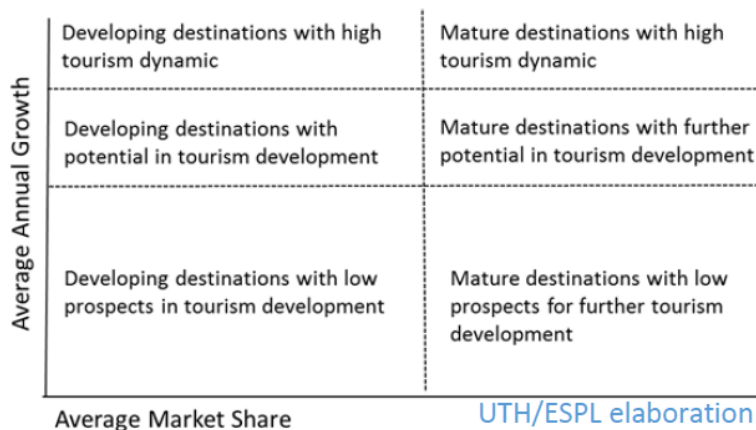
The use of a common typology in tourism development substantially contributes to the identification of goals and objectives, the highlighting of trends, problems, conflicts and opportunities for development, the improvement of the decision-making process and the production of alternative scenarios for each type of destination. In CO-EVOLVE, the typology developed is based on two variables that form the basis for the classification. The first refers

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<sup>15</sup> CO-EVOLVE project: Coccossis H. and Koutsopoulou A., 2017(e); Coccossis H. and Koutsopoulou A., 2017(f).

to the average share of overnight stays at each destination against the total overnight stays in the Mediterranean destinations and the second refers to the average annual growth of overnight stays at each destination.

The use of the two variables led to 6 main destination types that provide useful insights about the state and potential of the tourism sector in the Mediterranean regions (figures 8 and 9).



**Figures 8 and 9 - State and potential of the tourism sector in the Mediterranean regions (Coccossis H. and Koutsopoulou A., 2017(e))**

Building upon the typology, the conceptual model of indicators developed in CO-EVOLVE represents an extended and flexible tourism sustainability toolkit that can be customized according to the specific needs and characteristics of the highly diversified Mediterranean coastal destinations.

The toolkit (figure 11) constitutes a three-tier system composed by the following sets of indicators:

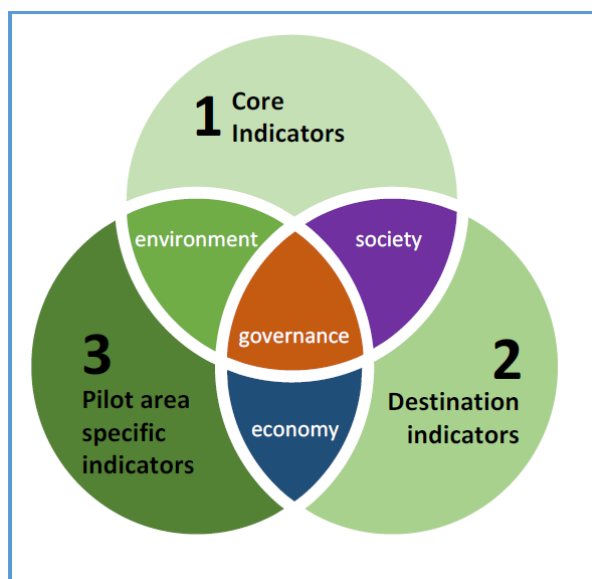


Figure 11: CO-EVOLVE toolkit (Coccossis H. and Koutsopoulou A., 2017(e))

**Core indicators:** 40 indicators have been selected from the European Tourism Indicator System (ETIS) to serve as the basis for comparison of the level and trends of sustainable development for all types of destinations

**Destination indicators:** an extensive set of indicators developed to address the specific issues of coastal areas according to the characteristics and particularities of the predominant type of tourism activity in each type of destination (Beach/Maritime tourism, Urban/Cultural tourism, Cruising, Recreational boating, Nature/Ecotourism).

**Pilot area-specific indicators:** a set of indicators developed on the basis of area-specific critical issues with linkages to the main threats, enabling factors and governance issues identified in Mediterranean coastal areas.

The starting point for adapting the Toolkit to each destination is a list of priority indicators selected from the Toolkit which refer to the most common critical issues and specificities encountered in Mediterranean coastal tourism destinations. The list is meant to act as a baseline for comparisons among coastal tourism destinations in the Mediterranean.

The use of the Toolkit provides hints for improving existing - or shifting towards alternative - tourism models, it highlights existing data gaps & provides guidelines towards relative measurements. It can also be used as a starting basis to measure and quantify stakeholders' perceptions, define thresholds through public consultation processes, develop probability scenarios to adjust future planning actions and policies and to monitor changes in sustainability in the future.

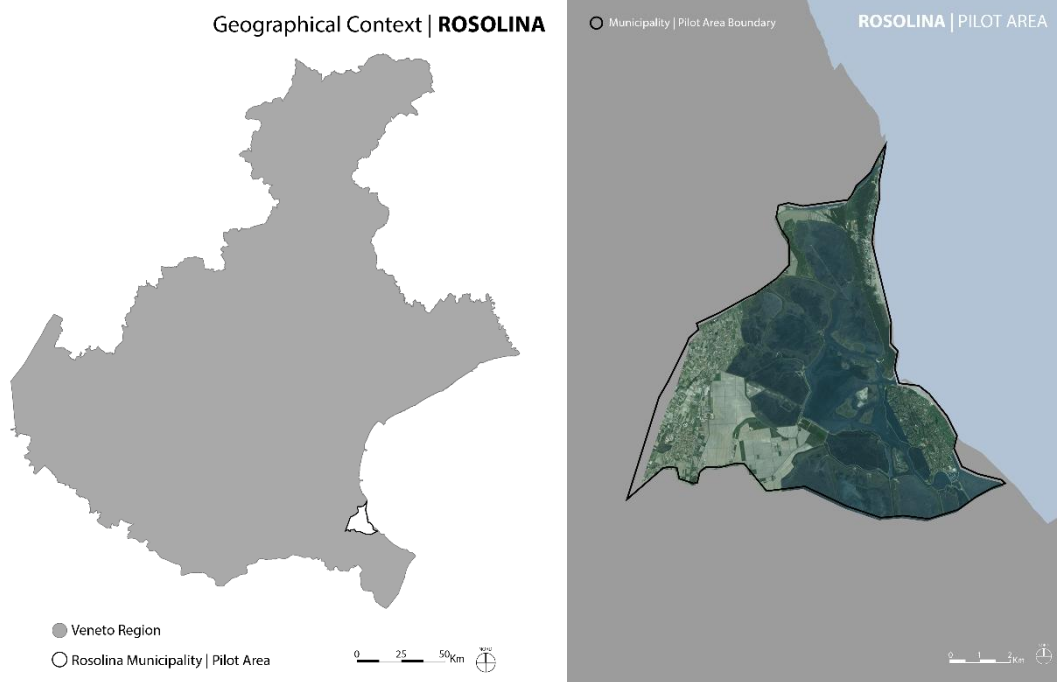
## ***Chapter 2 – Results of pilot experiences in Rosolina Mare and Polesine Camerini***

### ***2.1. Presentation of the baseline situation***

#### ***Climate Change and morphological stability***

Pilot areas Rosolina Mare and Polesine Camerini, as most of the north Adriatic Italian littorals, are experiencing high human pressures, mainly due to urbanization, tourism, and industry. Consequently, the natural dynamics of the coastal zones have been seriously modified by the increasing development of urban settlements, infrastructures, and economic activities. These areas are mainly characterized by low sandy beaches commonly affected by significant erosion processes. Urbanization, construction of roads and railways, the building of extensive defence structures, extraction of sediments from the riverbeds are just some of the most important causes that have produced drastic modifications on the littorals, either irreversible or rather difficult to correct. In the north Adriatic coast, the combined effects of the lowering of the land-surface elevation and sea-level rise have threatened the industrial areas, the urban zones, and the surrounding vast reclaimed marshland, which have become more prone to being submerged. This has resulted in a more serious risk of flooding and inundation, particularly in view of the ongoing climate change. Subsidence has been detected in the Po river delta.

Both PAs are in connection with the N2000 site in the Po Delta (“Delta del Po: tratto terminale e delta veneto” - 25372ha). The area consists of different environments, each one with its own features: the countryside with paleoriverbeds, fossil dunes, embankments, fishing lagoons, lagoons or brackish inlets, and sandbars.



Rosolina PA is located by the Adriatic coast in the Province of Rovigo, within the Italian Veneto Region. Situated within the Po river delta, the nearest airport providing accessibility is the Venice Marco Polo Airport (almost 70 km away). This PA can be accessed by road through bus and cars (i.e. taxi, car rentals and private vehicles) and by train. However, the nearest intercity train station is Rovigo (almost 39 km away). Nearest cruise/ferry passenger port is also Venice (almost 65 km away). This PA also hosts marina with 150 mooring capacity, providing accessibility to nautical tourism and recreational boating activity.

Rosolina is a small coastal village surrounded by agricultural land. Natural areas are mostly composed of wetlands and pinewood. Seaside tourism and ecotourism are the main local economy drivers, and they are overall increasing in the area.

The PA is surrounded by protected area and is more sensitive to urban sprawl given also the growing demand of seaside tourism and ecotourism. In fact, it has been

registered in the PA, during the period January-August 2014-2015, an increase of 4.7% of the arrivals, with foreigners representing about 50% of the tourists.

The Rosolina Mare coastal stretch is characterized by extended sandy beaches that undergo erosion. In addition, along this coastal stretch, future sea-level rise could be higher than the expected values owing to the contribution of local subsidence, whose recent rates have been approximately equal to -4 mm/yr. The Northern area of Rosolina Mare, the close one to Adige river mouth, is the most eroded and protected area since it suffered sediment losses due to the low solid discharges coming from Adige river (around 10000 m<sup>3</sup>/yr). The amount of nourished sand is estimated to be of 20-30000 m<sup>3</sup>/year, but the erosion seems to be not stopped, due to lack in fluvial sediment supply as reported in the ICZM document (2016). Beach tourism and fishing activities are the principal economical forms developed in this area.



PA Polesine Camerini is located by the Adriatic coast in Province of Rovigo, within the Italian Veneto Region. Situated within the Po river delta, the nearest airport

providing accessibility is the Venice Marco Polo Airport (almost 105 km away). By road, this PA can be accessed through bus and cars (i.e. taxi, car rentals and private vehicles) and a good number of local tour operators provide touristic trips both on land and water. Nearest cruise/ferry passenger port is also Venice (almost 90 km away). However, there is no railway network connecting this PA and the nearest train station is Rovigo (almost 75 km away).

Polesine Camerini is a very small village within the Po Delta. Natural areas are mostly composed of wetlands, while most of the territory is covered by arable land. Seaside tourism and ecotourism are the main local economy drivers, and they are overall increasing in the area. Fishing and agriculture are also important economic activities for the area, although they are decreasing over time. Since the PA is officially surrounded by N2000 site and Regional Nature Park, there is potential for enhancement in eco-tourism coupled with landscape protection. This favourable condition should preserve landscape form further urbanization and industrial development.

The Polesine Camerini coastal territory is a low-lying area characterized by sandy beaches and marshlands. Erosion occurs along the littorals. One of the major threats is represented by land subsidence, which will be responsible for a future higher sea-level rise than those expected by the most recent models. As a consequence, this pilot area is at risk of flooding.

The adopted protection measures from the sea (revetments and groins), built at the beginning of 2000 years, still not have solved the erosion problem: the shoreline retreat is estimated in fact of about 5-10 m /yr from the ICZM document (2016).

The presence of a no longer working industrial plant potentially could improve the site management through a conversion of the structure for ecotourism enabling development without any land use transformation.

## 2.2. Methodology used at pilot area

In both the pilot areas, the planning process followed the one outlined in the 3.18 output guidelines on developing tourism-driven strategic planning.

Step 0 had its main outcome in preparing the ground for the process, identified local and regional stakeholders to be involved in the process. Step 1 aimed at building the local knowledge framework to further research the local context for planning. This took place through the collection of territorial information from different local authorities, to create a complete framework of the existing situation. Through the Coevolve's tools, the sustainability status of the area was then assessed. Finally, in this step, it has been widely analyzed the existing policies and plan of the local and regional governance system. Main indications came from the following plans and policies:

- The Piano Territoriale di Coordinamento (PTRC) safeguards, valorizes and requalificates the natural, environmental, artistic-historical resources.
- The Piano Paesagistico Regionale d'Ambito (PPRA) "Arco Costiero Adriatico dal Po al Piave" merges the protection of landscape goods and sustainable development.
- Piano d'Area del Delta del Po (PdA)
- Piano Territoriale di Coordinamento Provinciale della Provincia di Rovigo – PTCP: this document wants to merge the natural and landscape characteristics of the Polesine with good accessibility to interest centre, infrastructures, tourism, knowledge, culture and sports.
- The Piano Stralcio per la Tutela del Rischio Idrogeologico del Delta del Po aims to maintain a proper level of hydraulic security for the population in the area

Step 2 took place through the implementation of Coevolve's tools in defining and integrating the local objectives and goal to the ICZM and MED scale. The local objectives and goals are mainly related to the ICZM scale in aiming to develop a healthy and productive economy and environment, while to the MED scale strategy in

strengthening the innovation capacity and in promoting a polycentric and integrated development.

In designing the strategy (step 3) different time and spatial scales have been considered according to the context and to the local plans. In this phase, it has been fundamental the involvement of local and regional stakeholder, in order to build an integrated strategy and pilot actions.

Step 4 and step 5 are on-going processes in which the measures and actions are implemented and evaluated in their sustainability variation. Two main pilot actions have been implemented and their impacts will be assessed soon.

## **2.3. Stakeholders involvement**

The stakeholders involved in the process were both local stakeholders (as citizens, tourism-related services providers, fishermen, students, local municipalities), regional entities (as Veneto Regional Park Authority of the Po Delta, Veneto region authority, Emilia Romagna region authority, the Province of Rovigo and Ferrara, Po River Basin Authority) and sharing events with other EU-funded projects (BluTourSystem).

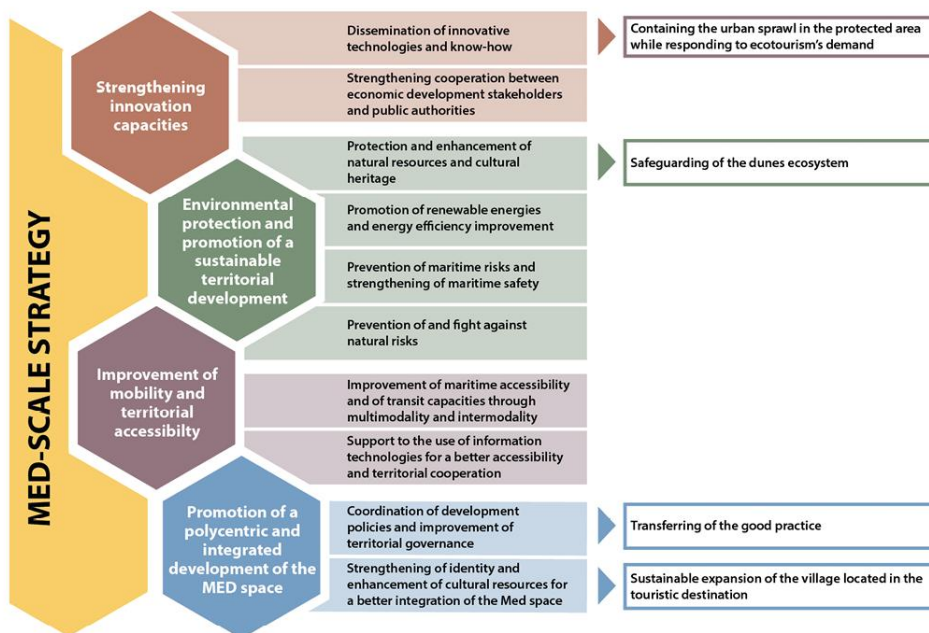
According to the different purpose and timing of the involvement process, different typologies have been applied. In involving local and regional authorities, the involvement took place in thematic roundtables, where selected stakeholders could exchange knowledge and discuss development strategies in between them. Local citizens, fishermen and service providers were involved in public events, where experts were giving specific speeches in order to raise awareness on coastal planning frameworks and governance, issues related to climate change and coastal socioecological systems and sustainable development strategies.

## **2.4. Tools applied**

The tools applied in the pilot project were the ones provided in the CO-EVOLVE framework. In particular, it has been applied the sustainability toolkit (Evaluation of tourism sustainability in the Pilot Areas) to assess the current situation on specific

indicators. The main indicators considered for the two Pilot Areas are the ones related to tourism pressure, density and ratio (e.g. Number of tourists/visitors per 100 residents, Number of second homes per 100 homes in coastal zones, % of tourist infrastructure located in coastal zones, Total number of tourists per square Km in key sites, ...) and the ones related to coastal erosion and environmental issues on the coast (e.g. % shoreline subjected to erosion, Land occupied by artificial surfaces within the first 500m of coast, Rate of loss of protected areas, Volume (m3) of sediments dredged per year, ...). This part was useful to identify the local goals and objectives, which were developed in accordance with ICZM high-level objectives and MED scale strategy.

## Rosolina Mare Pilot area



### OBJECTIVE 1 Sustainable expansion of the village located in the touristic destination

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

### OBJECTIVE 2 Containing the urban sprawl in the protected area while responding to ecotourism's demand

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

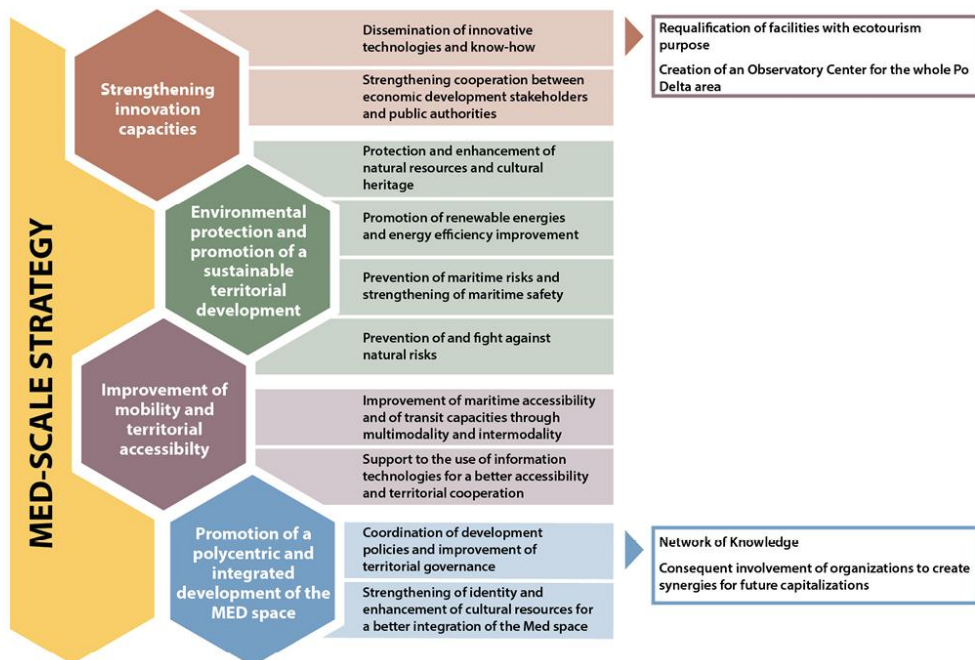
### OBJECTIVE 3 Safeguarding of the dunes ecosystem

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

### OBJECTIVE 4 Transferring of good practices

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

## Polesine Camerini Pilot area



### OBJECTIVE 1 Requalification of facilities with ecotourism purpose

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

### OBJECTIVE 2 Network of Knowledge

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

### OBJECTIVE 3 Involvement of organizations to create synergies for future capitalizations

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

## 2.5. Proposals of solutions

In a scenario of increasing environmental pressures coming from climate change and mass tourism challenges, it is necessary to preserve the coastal landscape and develop a sustainable tourism model.

In the specific, in these pilot areas, this has been developed through the lens of sustainable and eco-friendly tourism and the enhancing of networks of knowledge in the local and regional stakeholders. The first point aims to reduce the footprint of tourism from different points of views: starting from preventing soil consumption for new development, to slow-mobility networks and ending with the sustainability of the accommodation facilities. Considering the territorial vocation of the Delta Po Park area and its geographical and economic features, the actions selected are mainly focused to increase the connections between actors, knowledge, competences and experiences, in order to enhance the Park's capacity to become a sustainable touristic destination. The strategic and operative actions designed by the competent authorities, partners of Co-evolve project, are addressed to safeguard the peculiar area's ecosystem while increasing and enhancing the touristic capacity of the area, pursuing general sustainability at all levels.

## Chapter 3 – Replicable tools and methods

*In this chapter, the objective is to have a critical and analytical eye on project experiences to better understand and improve practices. The pilot area partners should provide information on:*

### 3.1. Positive experiences with a replication potential

Many positive experiences interesting the Po Delta Park area, with a replication potential, could be listed as outputs of Co-evolve project or easily integrable with the

project's aim and objectives. In the last 2 years, many meetings with local and regional tourism operators have been organized to discuss needs, challenges, strategies and tools available to promote the development of sustainable tourism in the area.

In 2018 the Veneto Po Delta Park approved the European Charter of Sustainable Tourism in Protected areas, together with the Emilia Romagna Po Delta Park and the MaB – Riserva del Delta del Po, with the Veneto region as the main stakeholder of the whole process. The European Charter for Sustainable Tourism in Protected Areas is a practical management tool that enables Protected Areas to develop tourism sustainably. In order to do this, the Charter works in partnership with all stakeholders at different scales to develop a common sustainable tourism strategy and action plan. Within the Charter, it was decided not to establish an ad-hoc Sustainable Tourism Forum as required, but to enhance the existing tools and tables that already deal with issues similar to those of the project by promoting the useful process synergies and by implementing consultation and inclusion activities already started over the years.

It was therefore decided to set up the forum starting from the groups already active in other tables that deal - at different levels - with issues related to those of the Sustainable Tourism, such as:

- the tourism table set up within the Biosphere Reserve (MaB) of the Po Delta;
- the coordination group of the Biosphere Reserve of the Po Delta;
- tables set up as part of the tourist destination management organization: Po and its Delta.

Local and regional entities have been involved in the process, such as:

- a representative of the Veneto Regional Park Authority of the Po Delta;
- a representative of the Veneto Region and Emilia Romagna in the person of the competent Councilor or his delegate and/or regional structure in charge of participation;
- a representative of the Po River Basin Authority and/or Hydrographic District Authority;

- the Province of Rovigo and Ferrara in the person of the Assessor of reference or its delegate and/or provincial structure in charge of participation;
- The Municipalities, in the person of the Mayor or his representative;
- A representative of the Management Authority for Parks and Biodiversity - Po Delta Emilia Romagna;
- A representative of the Interregional Agency for the Po (AIPO);
- Consorzi di Bonifica (Veneto - Emilia) President or his delegate in representation;
- Declaration by the public safety body in defense of the agricultural heritage (formerly MIPAAF - State Forestry Corps)
- Regional Superintendencies for Environmental and Cultural Heritage;

Additionally, many other entities and associations have been involved in different phases of the process, especially in knowledge production and in documentation redaction.

The approval of the European Charter of Sustainable Tourism (ECST) is considered a positive experience of strengthening an existing network aimed at sustainability purposes of tourism in already protected areas. Following the approval of the ECST, the three entities involved have developed a specific Strategy composed of three main pillars and 30 specific objectives.

Additionally, Veneto Region is a partner BluTourSystem, an Italy-Croatia Interreg project, aimed at identifying new tourism scenarios and increasing participants' skills and knowledge having a multiplier effect on the tourism sector. The main project is the signature of a Cooperation agreement among project partners establishing a CB governance pattern for Blue tourism innovation and Smart Cross Border Data System to support blue tourism development. Participating in such a project (that is still ongoing) is the development of a Regional Observatory of Tourism and Adoption, at both regional and macro-level level, of innovative information support tools for tourism. The experience can be considered strongly positive because it actively involved different sectors and stakeholders trying to integrate objectives, tools and experiences for a co-evolution of sustainable tourism.

### ***3.2. Negative experiences to be avoided***

Considering the fragmented administrative/management nature of the territory in which the two pilot areas, Rosolina and Polesine Camerini, are inserted in, too many difficulties are still present in terms of cooperation and coordination among administrative entities, stakeholders and neighbouring territories. Despite the participation of the Emilia-Romagna region in the project, many difficulties have been encountered in obtaining data and information from the Po Delta Park Emilia-Romagna and from the Region. In order to properly collaborate, the two Regions, Emilia-Romagna and Veneto, must look at the Po Delta Park area as a unique territory with similar needs, challenges and opportunities of development.

At the local level, the experiences to be avoided are mainly connected to the univocal interaction between the Veneto Po Delta Park and the municipalities. As a matter of fact, in these years many efforts have been made to involve the local municipalities in the process of territorial and tourism development. Despite this, most of the time these relations are univocal. What must be done is to foster interactions involving more municipalities in order to support the realization of large-scale strategies. In addition, the design and development of the Veneto Po Delta Park Observatory encountered many difficulties in terms of regional support and integration with the others, similar, instruments available in the territory. The Park imagined the Observatory as a body supporting regional development. Therefore, approaches to local development integrated with tourism should be consistent with those developed by other observers, in turn corroborated by the strategic guidelines provided by the region. Thus, is important to avoid acting individually without enforcing relations among the regional bodies and with the other observatories.

## *Chapter 4 – Actual replication/transfer*

### *4.1. Replication at the local level*

The new directions of the European community orient future planning towards high strategic content tools within the framework of a shared development vision. As the CO-Evolve project shows, strategic planning represents a method of collective decision making about future choices. It can be considered as a shared process for a city or territory that foreshadows strategic objectives over a defined period of time and selects programs and shared projects, according to an order of priorities.

In this sense, Tourism-driven strategic planning consists of an activity aimed at building a future scenario of the Po Delta Park area territories, starting from the representations expressed by local actors and authorities, and based on a participatory process in which responsibilities are assumed by participants.

The Tourism-driven strategic plan for the macro area of the Po Delta Park (which considers the pilot areas of Rosolina Mare and Polesine Camerini) is configured not as a plan for a city or a single territory but as a plan for cities and territories, as a new instrument of governance understood as an action that seeks differentiated solutions through the involvement of a plurality of local and foreign actors.

In summary, we can report as future moments of transfer to the local areas of the Po Delta Park Area the following actions:

1. drafting of an integrated strategic document, linked to the political, technical and administrative programs of the different levels of territorial management (province of Rovigo, Parco del Delta Po, municipalities). This is a summary of all the strategic and operational guidelines that the various planning tools in force link to the tourism and environmental development of the Po River Delta area. It consists of a reasoned selection of the objectives of the administrative mandate and the criteria of development priorities to guide the future sustainability of tourism.

2. sharing of an integrated local knowledge framework, which also acts as a support for actions related to the knowledge economy (As indicated by the first pillar of the MED Strategy: *"Strengthening innovation capacities"*) and represents a good proxy for the possibility of implementing actions consistent with the objectives of sustainable local development. The cognitive framework, built on the occasion of the Co-Evolve Project in the form of an observatory, can constitute an excellent initial nucleus (in relation to the main normative and strategic information) for the construction of the cognitive frameworks of ordinary instruments (urban plan, territorial plan), to be correlated with the supra-local cognitive frameworks.

3. definition of the local context and methods for building an effective local partnership. This action can also be very different depending on the specific tools being drafted, due to the very different roles to which the partnership is called to respond. However, the partnerships experimented on the occasion of the Co-Evolve project and other strategic initiatives within the Po Delta Park area, are generally very important, as they are capable of producing an effect of greater mutual knowledge among the locally active subjects (municipalities, associations, companies), and consequently more able to be the basis for building relationships of future development.

## **4.2. Replication at the regional level in a transboundary context**

The dissemination and sharing of good practices of territorial development (such as the one proposed in Co-Evolve for the Po Delta Park area) which are proposed as innovative and reproducible reference models, not only for local administrations, but also for provincial and regional territorial planning levels, it is widely recognized as a road to sustainability.

The activities intended for dissemination and enhancement, both of the process and of the results of the Co-Evolve project, will serve to show the work done during these 3 years of the project in the pilot areas within the Po Delta Park area. Sharing results, lessons learned, products produced and conclusions, beyond the participating

organizations (and the local area directly involved), will allow a wider community to benefit from work that has received EU funding and will promote the commitment of the Delta Po Park in achieving the development objectives envisaged by the Interreg MED program, which attributes fundamental importance to the link between the Program and regional policies.

The central element of the Co-Evolve project, intended as a "good practice" to be exported, is its innovative character, not so much for its ability to produce new solutions, but for the fact of being able to interpret solutions in a creative (and integrated) way, already tested in other contexts. Transferability and reproducibility, ie the possibility of replicating some aspects of the model proposed for the Po Delta Park pilot area, in other contexts or applying them to solve other problems, becomes the true distinctive feature of this dissemination process.

In this perspective, the main activities that will be carried out for the "Replication at the regional level" will be mainly oriented to:

- The diffusion of both methodological approach used by the Co-Evolve project for the Tourism-driven strategic planning and specific results\information produced for the area of the Po Delta Park. This diffusion, already started at local and supra-local level during the project, will take real shape when the final results of the project will become available for dissemination.

As far as the specific approach used for the Po Delta Park area is concerned, instead there will be a specific moment of interaction (scheduled for next autumn) with another Interreg project ("VALUE - Environmental and cultural Heritage development" funded by the Italy-Croatia program), in which local authorities such as the Emilia Romagna Region, the Veneto Region, the Veneto Regional Park, and DELTA 2000 (development agency of the Emilia-Romagna Delta), will try to "learn" from the Co - Evolve experience .

Bringing other partners of other European projects to the knowledge of Co-Evolve project will have an impact on other organizations and will contribute to raising the profile of the Po Delta Park that is carrying out this project.

- The transfer of positive results, programs and initiatives to the competent decision makers at local, regional, national or European levels.

As regards the area of the Po Delta Park, it is a question of maximizing the potential of the financed activities, in order to be able to use the results even beyond the project life cycle. It should be noted that the project is carried out as part of an international program oriented towards lifelong learning and support for European policies in the field of territorial development, environmental sustainability and social cohesion.

The will of the Po Delta Park Authority is to transfer the approach used for the Po River Delta to all the other management bodies of the entire river, namely, Po Grande, Parco Ticino and Parco Monviso, to build a transregional philosophy of planning areas of high naturalistic-landscape value.

This integration would like to see the results obtained for the Po Delta area, developed in such a way that they can be adapted to the needs of others, transferred to new sectors, sustained after the end of the financing period or used to influence future policies and practices of the large catchment area of the Po river.

### 4.3. Meetings organized for transferability

Meetings report made for the transferability of the CO-EVOLVE experience for local and regional authorities and stakeholders.

Deliverable Code	Title of Meeting	Authorities and Stakeholders involved	Date and place
5.2.1 & 5.2.2	Living LAB – Innovazione con gli operatori del turismo della Destinazione Po e suo Delta.	Partners of BLUTOURSYSTEM project (Interreg Italy-Croatia)  Veneto region	June 14, 2019  Rosolina Mare – Centro Congressi

	(presentation of CO-EVOLVE project, in particular Web-Gis and data collection results)	Municipality of Rosolina  Department of economics Cà Foscari University of Venice	
5.2.1 & 5.2.2	<p>Workshop “Turismo sostenibile e Delta del Po” (promoting the co-evolution of human activities and natural system for the development of sustainable coastal and maritime tourism)</p> <p>Presentation of the mobile unit (installed in Rosolina Mare-Pilot Area) and its characteristics of environmental sustainability. Discussion of critical points on sustainability and tourist flows in Rosolina Mare</p>	<p>Camping Vittoria; Rosapineta Camping Village; Consorzio di Promozione e Sviluppo Po e suo Delta; Hotel-Restaurant Fiorella; CrippaConcept; Hotel Milan; Human Company/Agriteco; (tourism operator)</p> <p>Municipalities of Rosolina, Ariano nel Polesine, Porto Tolle; Taglio di Po</p>	<p>13 September 2019</p> <p>Rosolina Mare - Centro Congressi</p>
5.2.1 & 5.2.2	Workshop “Turismo sostenibile e Pianificazione territoriale: le scelte”	Municipalities of Rosolina and Porto Tolle; coordination group of the Biosphere Reserve of the Po Delta; stakeholders of tourist destination management organization “Po	<p>22 October 2019</p> <p>Porto Viro</p> <p>Centro Visitatori</p>

		and its Delta"	
5.2.1 & 5.2.2	Workshop "Turismo sostenibile e Pianificazione territoriale: la Visione"	Municipalities of Rosolina and Porto Tolle; coordination group of the Biosphere Reserve of the Po Delta; stakeholders of tourist destination management organization "Po and its Delta"	28 October 2019  Porto Viro  Centro Visitatori

On 13 September in Rosolina Mare the prototype for sustainable movable lodging was presented in Rosolina Mare. This prototype, installed in the Rosapineta Sud Camping, represents a new and innovative solutions to improve the environmental compatibility. The aim is to contain urban sprawl in the protected area and in the meanwhile to respond to tourism demand and ecotourism that affect the coastal zone. During the workshop the need to reduce the footprint, caused by tourism, was reiterated from different points of views: starting from preventing soil consumption for new development, to slow-mobility networks and ending with the sustainability of the accommodation facilities.

On 22 October in Porto Viro the results of the Co-Evolve project were presented. In particular, the "Environmental Planning" study group of the IUAV University, coordinated by professors Francesco Musco, Filippo Magni, Federica Appiotti, carried out a research, summarized in 34 explanatory panels. With the Co-Evolve project, the researches elaborated the data collected on the pilot areas Polesine Camerini and Rosolina Mare pilot areas. They adopted the "co-evolutive" approach, based on the analysis of threats and enabling factors to create a sustainable development strategy oriented towards coastal tourism for the Mediterranean area.

The researchers, thanks to the informations, data and ideas obtained from the

CoEvolve project, identified strategic objectives for two pilot measures – which should be implemented in order to achieve these objectives. This research and work aims to foster dialogue on the objectives of “CoEvolve” and stimulate a concrete reflection on the importance of working in a “integrated and integrable” way at different scales, in order to benefit from the resources deriving from the use of a common methodology.

On 28 October in Porto Viro the results of the Co-Evolve project were presented.

## Conclusion

At a general level, the approach to the preparation, subsequent adoption and implementation of a Tourism-driven strategic plan, (ie a participatory planning tool for the development of a vast area) implies a certain number of logical steps. Since the traditional consolidated administrative culture in Italy (not isolated in the panorama of OECD members) is quite reluctant in undertaking a process convinced of strategic planning and even more difficult it appears to assume a consequent behavior in the phase of implementation, the issue becomes of particular relevance.

After almost 3 years, the experimentation process for a Tourism-driven strategic development implemented thanks to the Co-Evolve project in the pilot area of the Po Delta Park, in particular in the two specific areas of the municipalities of Rosolina Mare and Polesine Camerini, it is possible to summarize some points that must be carefully taken into consideration to prevent errors and overcome the implementation pitfalls.

- Focus on the process. A strategic plan must not be treated as a mere administrative fulfilment, something to be achieved, approved and then systematically neglected until the next update. On the contrary, the Plan must represent the reference framework in which the political decisions are taken and then implemented, becoming a standard procedure. This requires a corresponding organization of the technical process management structure and the adoption of solid provisions to ensure

progress in the implementation, guaranteeing the achievement of the expected results. This organization should include at least: i) strong leadership with adequate powers - set at a sufficiently high level in the hierarchy and in the administrative level to be planned (municipality, union of municipalities, vast area, etc.) and the provision of qualified staff ; ii) a monitoring and evaluation system; iii) a communication and visibility plan; iv) a steering / supervisory committee that ensures adequate multi-actor governance of the Plan.

- partners' involvement . Partners and stakeholders must be involved in the Plan process from its earliest stages. Their role must be clearly defined and possibly formalized to ensure their convinced involvement. Often the stakeholders - public, private, civil society - are not informed or prepared about what is actually expected of them. Therefore, an effective preparation operation is necessary to ensure regular participation and the effective contribution to the planning process at every stage. The request to participate can be opened and the rules must ensure the transparency of the participatory process.

- Clarify the dual nature of the Plan. The exercise of Tourism-driven strategic planning - both for the provision of public services and for the development of a "vast area" (ie the formulation of guidelines for the local and supra-local areas of an area such as the Park of Delta del Po) contemplates two meta-functions: i) the territorial redistribution of resources; ii) the competitive and associative perspective, since common resources are shared and higher levels of critical mass and efficiency are offered in the supply of services as well as in the realization of strategic investments.

This latter meta-function also implies a potential competition between municipalities within the vast area, since not all municipalities and other stakeholders can benefit from all actions at the same time and with the same intensity (for example in the case of Co-Evolve only the municipalities of Rosolina and Porto Tolle received pilot

actions). The logic of intervention of the Plan must be clarified in a very preliminary stage, defining, and also agreeing, the modalities to mitigate any latent conflicts.

- Transparency throughout the process. An obvious concept from a general point of view, even though it is difficult to put into practice. In fact clear and shared rules are needed in advance between stakeholders (whether public or private), guaranteed through effective information and communication tools, at each level: within the level of each local administration (between the associated municipalities and with local stakeholders), between the municipalities involved (the municipalities belonging to the area of the Po Delta Park) and between the Park area and the Region.

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