

# TUSCANY ACTION PLAN



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## The Action Plan in a nutshell

The Tuscan Action Plan has been formulated as the final activity carried out by Livorno Province (Lead partner) and Tuscany Region (partner n. 2) during Phase 1 of the European cooperation project "Thematic Trail Trigger – ThreeT", co-funded by the INTERREG EUROPE Programme.

ThreeT aims to improve the performance of 8 policy instruments to protect and enhance natural and cultural heritage by creating thematic trails or improving existing ones, making them accessible to all through green transport modes and readily available information.

The ultimate goal is to maximise the eco-tourism potential of heritage sites. The partners share the challenge that the sustainable accessibility of such places is limited by the lack of both open physical connections to sustainable transport modes and adequate information to ensure the visibility and enjoyment of the places. This adversely affects strategies for sustainable development of regional economies 'place-based', as the potential of such places and associated assets and resources is not used effectively.

To address this challenge, valuable experiences of the partners were shared and analysed jointly. More than 20 of the 45 documented good practices were valorised through study visits and mentoring sessions and adapted to the specific needs of each partner for replication, some of which were published in the Policy Learning Platform of the Interreg Europe Programme. Finally, the acquisition of these experiences allowed the elaboration of 8 regional Action Plans, among which the present Plan for Tuscany and, in particular, for the provincial territory of Livorno, For the formulation of the Action Plan, the project privileged a bottom-up approach with the involvement of key stakeholders in all project activities.

The 5 Actions planned for the Tuscan territory concern the following:

1. Itinerary connecting historic rural villages, grouped in an archipelago or constellation model
2. Itinerary linking thermal and wellness resorts, including the theme of Silence
3. Itinerary linked to eno-gastronomy
- 4.A Intermodal connection of the " cycle feeder routes" with the Tyrrhenian Cycle Route
- 4.B Transversal involvement of services and other support points to the Tyrrhenian Cycle Route
- 5 Implementation of a digital hub at provincial level

for a total estimated value of € 1.940.880, to be implemented indicatively over a five-year period starting in June 2021.

It is expected that the contribution of key stakeholders - through the implementation of the 24 activities included in the 5 actions of the Plan - can act as a strong multiplying lever of opportunities and resources for the sharing of benefits and territorial cohesion by local communities. The stakeholder groups - coordinated respectively by three Municipalities for Actions 1-2-3, Tuscany Region (Action 4) and the Province of Livorno (Action 5) - thus constitute a permanent forum to guarantee a durable socio-economic and environmental impact on the project issues and the implementation of the corresponding planned activities.

## Part I – General information

**Project:**

Thematic Trail Trigger (ThreeT)

**Partner organisation:**

Livorno Province (Lead Partner)

**Other partner organisations involved:**

Tuscany Region (PP2)

S.A.P.E. (Servizio Associato Politiche Europee – Associated Service for European Policies), coordinated by Livorno Province

**Country:**

Italy

**NUTS2 region:**

Tuscany

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## Part II – Policy context

- The Action Plan aims to impact:**
- Investment for Growth and Jobs programme (R.O.P. CREO 2021-2027)
  - European Territorial Cooperation programme
  - Other regional development policy instrument

**Name of the policy instrument addressed:**

**AA) REGIONAL STRATEGIC FRAMEWORK FOR SUSTAINABLE AND EQUITABLE DEVELOPMENT**

Community programming cycle 2021 – 2027 (to be supplemented by R.O.P. CREO)  
(November 2019)

Among the elements in continuity with the 2014-2020 programming period, the 2021-2027 Regional Strategic Framework confirms for the ERDF a relevant focus on

- research, innovation and digitalisation, through the implementation of the Smart Specialisation Strategy (S3)
- sustainability, with a particular focus on green infrastructure, ecological and digital transition and the circular economy
- sustainable urban mobility, with the development of cycling and walking routes and infrastructure to support inter-modality
- territorial inclusion and cohesion, pursued through integrated territorial strategies in urban areas and support for inland, rural and coastal areas.

The Regional Operational Programme provides for a strategic architecture that leverages on the following guidelines (*in bold the Objectives of relevance*):

- Strategic Directive n.1 - Research, innovation and smart growth;

**- Strategic Director n.2 - Sustainability and ecological transition**

In particular:

"0.b7) Strengthening the biodiversity, green infrastructure in the urban environment and reduce Pollution

**- Strategic Director n.3 - Regional Infrastructures**

In particular:

c4) Promoting sustainable multimodal urban mobility".

**- Strategic Director n.4 - Local development and territorial cohesion**

In particular:

"e1) Promoting integrated social, economic and environmental development, heritage cultural and safety in urban areas".

- "e2) Promoting integrated social, economic and environmental development at local level, cultural heritage and security, including for rural and coastal areas, among others through participatory local development initiatives".

Present status of the policy instrument

Approved by the Tuscany Regional Council on 3 February 2020.

R.O.P. CREO is now under preparation.

**Additional references for funding:**

**BB) NEXT GENERATION EU (Recovery & Resilience Fund)**

- Guidelines for the definition of National Plan of Recovery and Resilience #nextgenerationitalia (9 September 2020)
- 92 intervention proposals made at inter-communal level were included in the “P.N.R.R. Livorno Dossier” dated January 2021. The Dossier, presented to the National Government, also includes the Actions and Activities described in the present Action Plan (Action 5 is part of SAPE Intervention n. 1; the other 4 Actions were included in SAPE Intervention n. 2).

**CC) ITALY-FRANCE MARITIME 2021-2027**

**DD) EUKI (Sustainable Energy) 5th Call from GZI (DE)-HINGE proposal**

**EE) National, Regional Provincial and Municipal Funding. Contribution from private operators.**

## Part III – Details of the planned actions

### SUMMARY LIST

#### 1.1 The background

The Tyrrhenian Bike Trail (TC) is recognised by the two partners (LP&PP2) and their stakeholders as the established leading theme for Tuscan Action Plan.

### Tyrrhenian cycle trail: an opportunity for slow mobility & triggered local development

- Cycle trail included in the national system of tourist cycle routes: Tuscany (Lead Partner) - Liguria - Latium
- Length: 874.5 km - from Ventimiglia to Rome
- Intermodal connections: 174.1 km
- In Tuscany: 30 municipalities and 5 provinces (about 387 km) + Elba Island
- Crosses two regional parks
- Is connected to ports and stations

**Key words:** Tourism and sustainable mobility, cultural and naturalistic trails, shared governance



n. 7 Study Visits attended in the period April 2019 - January 2020 allowed the two partners' staff and stakeholders to get an initial on-site acquaintance with the GP experiences documented by other partners. Final results were presented in various Stakeholder meetings including the one on 20 February 2020 where an initial list of GP of potential interest were identified. This selection took into account the partners' workshop in Tenerife in the final day of Study Visit n.8, where the most relevant GPs were earmarked.

Once the 5 thematic working groups were established and the sub-theme guiding each Action was formulated, the task of correlating the GPs identified to the potential Actions was thus facilitated. This resulted into a set of GPs referenced to each of the proposed 5 Actions outlined in the Table hereunder.



N.	Action	Coordinator	Good practices of interest
1	An itinerary linking historic rural villages grouped in an archipelago or constellation pattern	Bibbona Municipality	<ul style="list-style-type: none"> <li>Tourist Passport/ Constellation (PL)</li> <li>Industrial heritage management: the thematic route of the TeH2O Water, Industry and Crafts Trail (PL)</li> </ul>
2	Itinerary linking spa and wellness resorts, including the theme of Silence linked to wellness	Campiglia Marittima Municipality	<ul style="list-style-type: none"> <li>Sauna Region of the world (FI)</li> <li>Sam the Squirrel (HU)</li> <li>®Meijän polku (our path) (FI)</li> <li>Anaga "sensorial" trail (SP)</li> <li>Silence as touristic driver</li> </ul>
3	Itinerary on «eno-gastronomy»	Castagneto Carducci Municipality	<ul style="list-style-type: none"> <li>The network of hiking and biking trails in Transylvanian Highlands (RO)</li> <li>Dingli Heritage Trail (MT)</li> </ul>
4	<p>A. Connection of the intermodal "feeder cycle routes" with the Tyrrhenian cycle trail TC).</p> <p>B. Cross-cutting involvement of services and other support points to TC</p>	Tuscany Region	<ul style="list-style-type: none"> <li>Eurovelo 13 - Iron Curtain cycle trail (HU)</li> <li>River Lahn Trails (Hiking, Cycling, Water hiking) (DE)</li> <li>Volcano bike trail + Vogelsberg volcano express (bus) (DE)</li> <li>TITSA GPs (all)</li> </ul>
5	Realization of the provincial digital hub	Livorno province	<ul style="list-style-type: none"> <li>Cultural digital mapping (MT)</li> <li>Eurovelo 13 - Iron Curtain cycle trail (HU)</li> <li>St. Martin Route (HU)</li> <li>Big Data (ES)</li> </ul>

The list of GPs earmarked per Action has facilitated their detailed appraisal by LP & PP2 and their stakeholders, during the 6 Tutoring Sessions between 2 July and 11 November 2020.

#### Justification for acquisition/adaptation

All GPs earmarked contain innovative features and approaches relevant to the theme of each Action; transferability and sustainable aspects have been analysed and selected GPs have been found applicable/adaptable to the Tuscan context. They are also coherent with the regional policy regarding tourism enhancement in Tuscany.

More details on the individual GPs of interest are provided in each Action Sheet.

## 1.2 Actions

**The Tyrrhenian Bike Trail (TC) is recognised by the two partners (LP&PP2) and their stakeholders as the established leading theme for Tuscan Action Plan.** TS is being supported in its implementation by the following:

- ☞ **National funds** - cover the design and implementation of the Tyrrhenian Bike Trail (TC) infrastructure.
- ☞ **PRIIIM** (Integrated Regional Infrastructure and Mobility Plan), approved by D.C.R. n.18 of 12/02/2014 - defines, in accordance with the objectives set forth in art. 2 of LR 27/2012, the



regional cycling network. This network, represented in the summary map c.9 "Infrastructural interventions: sustainable mobility" and updated annually as part of the annual monitoring of the PRIIM, provided for by Regional Law 55/2011 establishing the Plan and by Regional Law 1/2015 on planning, is identified by the map of bicycle path interventions of regional interest updated with GR Decision no. 28 of 27/7/2020, found in the PRIIM 2020 Monitoring Document, available at <http://www.regione.toscana.it/-/monitoraggio-del-priim>. It includes the route of the Ciclovía Tirrenica.

- ✍ Article 1, paragraph 640, of **Law no. 208 of 28 December 2015**, as amended and supplemented - provides an initial allocation of specific resources - for the years 2016, 2017 and 2018 - for interventions aimed at developing cycling mobility and in particular for the design and implementation of a national system of tourist cycle-ways.
- ✍ Article 1, paragraph 144, of **Law no. 232 of 11 December 2016** - provides that for the development of the national system of tourist cycle-ways pursuant to the aforementioned paragraph 640, of Law no. 208 of 2015, the additional expenditure of EUR 13 million for the year 2017, EUR 30 million for the year 2018 and EUR 40 million for each of the years from 2019 to 2024 is authorised.
- ✍ Article 52 of Decree-Law No. 50 of 24 April 2017, converted with amendments by **Law No. 96 of 21 June 2017** – introduces additional cycling route priorities including the "Ciclovía Tirrenica".

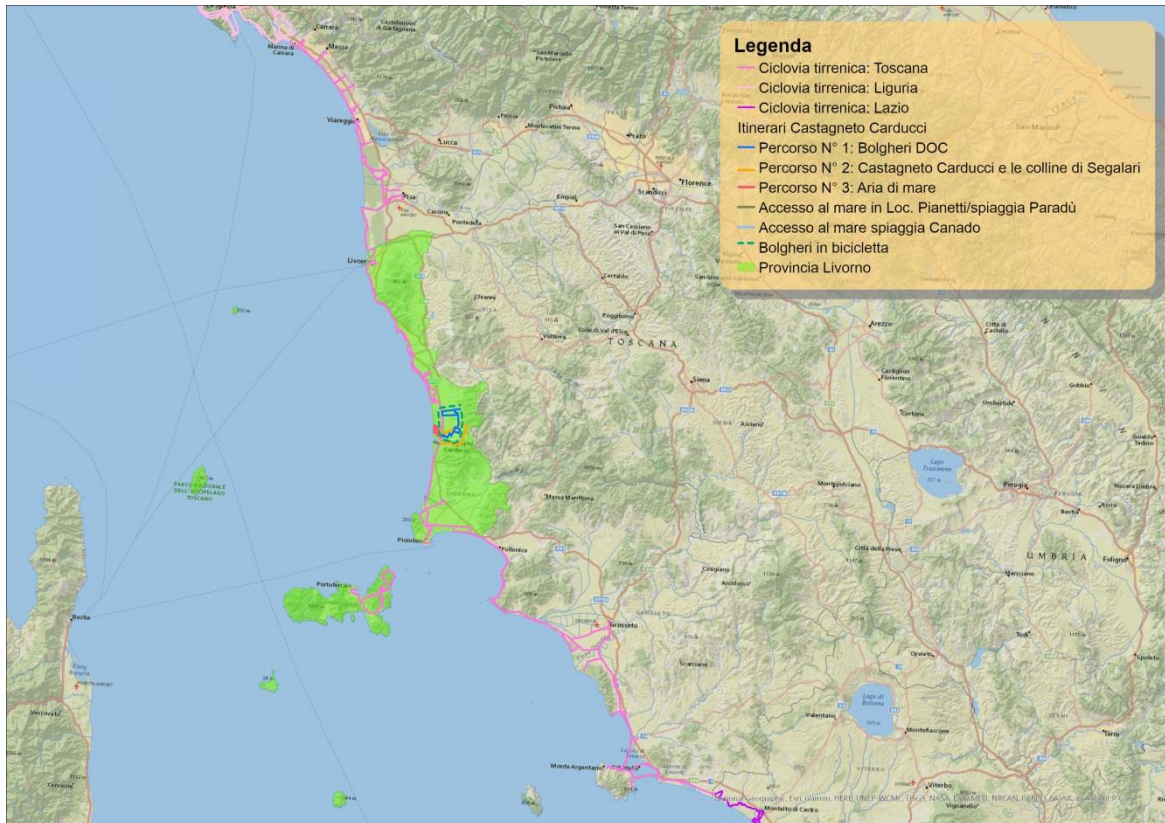
The 5 Actions constituting the present Action Plan intend to promote the realization/strengthening of feeder routes, related small infrastructure and services to link up the TC corridor areas with the main axis represented by TC proper, the promotion of thematic itineraries and the establishment of a provincial digital hub as a support to the information infrastructure and requirements as well as the future executive design of the Activities. A wide network of additional trails will include in future thematic trails such as:

- Macchiaioli trail
- Water point trail
- Geological trail
- Religious trail

Five specific initiatives were therefore selected to be incorporated into the TheeT Action Plan strategy. These are:

1. promoting a route linking historic rural villages grouped in an archipelago or constellation model
2. to promote a route linking spa and wellness resorts, also exploring the theme of silence in relation to wellness
3. promote a route to enhance the value of the production sites and related wine and food businesses, including sustainable mobility as a cross-cutting activity throughout the Plan
4. set up connecting bicycle routes and itineraries (feeder trails from the CT).  
Provide service infrastructure related to the CT and other support points.  
Implement transversal information and promotion activities
5. setting up and activating a provincial Hub for the collection and distribution of data of territorial value

**Fig. 1 Network of itineraries in Livorno province**



**ACTION N. 1**

<b>MAIN FEATURES</b>	Title	<b>An itinerary linking historic rural villages grouped in an archipelago or constellation pattern</b>	
	Location	Castagneto Carducci, Sassetta, Campiglia, Suvereto, Populonia (Piombino)	
	Typology	<input type="checkbox"/> Unitary intervention	<input checked="" type="checkbox"/> Composite intervention
		<input type="checkbox"/> Intervention by functional lots	<input type="checkbox"/> Integrated intervention
	Character	<input checked="" type="checkbox"/> New intervention	<input type="checkbox"/> Enlarged intervention
		<input type="checkbox"/> Completion intervention	<input type="checkbox"/> Renovation intervention
Good Practice references	<ul style="list-style-type: none"> <li>▪ Tourist Passport/ Constellation (PL)</li> <li>▪ Industrial heritage management: the thematic route of the TeH2O Water, Industry and Crafts Trail (PL)</li> </ul> <p>1. The Tourist Passport/Constellation presents a well-functioning model for mapping clusters of locations of particular local interest, which would not present themselves as hotspots without a strong local reference. This model provides comprehensive visibility to all potential destinations and a unified framework for tourism. A very inspiring proof of success is the fact that this model has been continuously maintained and developed over a long period, with an ever-growing number of stakeholders participating on a voluntary basis. The most inspiring lesson learned was that people willingly present special places that are meaningful in their daily lives and destinations they are proud of.</p> <p>2. The main success factor of TeH2O was the wide-ranging real partnership that made it possible to propose and combine attractions into a single tourist route. The well-defined target groups and the analysis and research work as well as the strategy sessions on industrial heritage resources were also recognised as an important success factor. The route is therefore proposed as being well embedded in the context of the place it passes through, it is authentic and based on the history and cultural heritage of the places, all aspects that can be transferred to a context that is not only urban but also of several neighbouring centres in a rural context. TeH2O suggests interesting ideas because it combines the ability of the local community (craftsmen, traders, farmers, etc.) to tell their story through museums with the need to recover unused spaces otherwise destined to decay.</p>		

	<b>Reference to the project 4 Macro-categories indicated in the Application Form (section C.4)</b>	<b>1) Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)</b> <b>3) Information and communication support to trail visibility</b> <b>4) Trail management and governance</b>
<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>	<b>Action leader</b>	Bibbona Municipality - team leader responsible for the implementation of the action.  Assistant coordinator: Ambito (Tourist Area) Costa degli Etruschi
	<b>Other players</b>	Associations, coastal and hill municipalities (Castagneto Carducci, Sassetta, Campiglia, Suvereto, Populonia (Piombino)., FIAB (Italian Bike Federation), Ambito Turistico Costa degli Etruschi  SAPE (the inter-municipal institution coordinated by Livorno province and providing an Associated Service for European Policies to all member participants) will facilitate the task of this as well as the other Action implementing teams.
		Ruoli dei player e indicazione di quelli che sono stati stakeholder attivi nella Fase 1 del progetto: <ul style="list-style-type: none"> <li>▪ Costa degli Etruschi Tourist Area: coherence with regional policies for the promotion of tourism, services for the organisation of the offer</li> <li>▪ FIAB: itinerary proposals, analysis of good practices, impact assessment</li> <li>▪ Trade associations (Confesercenti, CCIA, Confcommercio): training, involvement and assistance services to the enterprises providing the tourist services involved and offering the experiences</li> <li>▪ Coastal and hillside municipalities: management of "Travel Carnets" in collaboration with Pro Loco and IAT offices, identification of multipurpose premises and mapping of internet connections</li> </ul>
	<b>Programs</b>	<input checked="" type="checkbox"/> Programme Period 2021-2027 (Regional Strategic Programme – R.O.P.) <input checked="" type="checkbox"/> Next Generation (EU) – Recovery & Resilience Fund <input checked="" type="checkbox"/> Programme Period 2021-2027 (Territorial Cooperation programme – IT-FR Maritime) <input type="checkbox"/> Other (specify...)

<b>STRATEGY</b>	<b>Action scope</b>	<p>The action aims at the enhancement and construction of an integrated system for the promotion of maritime villages using the 'Travel Carnet' as the connecting link (this draws from the successful Polish experience of the Tourist Passport).</p> <p>Being all medieval villages, the main idea is to highlight their historical/cultural/naturalistic heritage making it easier to visit the various villages by means of the Travel Carnet, distributed in various tourist reception areas, and also by means of special signposting on the routes opened to trekking/outdoor/walking . The Action also intends to:</p> <ul style="list-style-type: none"> <li>- Enhance the development of small artisan realities of excellence</li> <li>- Valorise the presence of excellence in food and wine (sea buckthorn, chilli pepper, oil and wines from hilly territories, also by organising a unified event for all the villages</li> <li>- Encouraging new forms of tourist hospitality dedicated to smart working and long stays in the villages.</li> </ul>		
	<b>Activity coordinating players</b>	<b>Activity description</b>		
<b>ACTIVITIES</b>	Ambito Costa degli Etruschi	1) Design, creation and distribution of a "Travel Booklet" (to be repeated annually) and creation of related signage € 50,000		
	Ambito Costa degli Etruschi	2) Creation of contents and offers related to the travel booklet to be implemented on the existing tourist portals (Visit Tuscany, Costa degli Etruschi, Parchi Val di Cornia, etc.) and on the connected social channels and planning of a unitary event of the villages € 60,000		
	Trade associations	3) 3) Training courses for "Local Hosts" for young people and women to facilitate the contact of tourists with the community and the discovery of small crafts and food and wine excellence € 40,000		
	Municipalities involved in the Action	4) Mapping areas with insufficient internet coverage to allow smart working and the construction of long-stay tourism offers, combining incentives for businesses on broadband connections € 50,000		
	Livorno Province	5) Promotion of sustainable mobility measures addressed to both local residents and visitors in connection with the other actions (action 3)		
	Municipalities involved in the Action	6) Renovation of multipurpose public premises € 180,000		
	<b>COSTS</b>	<b>1. CAPITAL COSTS</b>		<b>Amount (€ )</b>
1.1 Signage related to the Travel Carnet		40.000	External service	
1.2 Creation of digital content		40.000	Internal service	
1.3 Construction of long stay offers		40.000	Internal service	
1.4 Renovation of public premises		180.000	Internal service	
<b>TOTAL 1. Capital costs</b>		<b>300.000</b>		
<b>2. CURRENT COSTS</b>				
2.1 Designing Travel Carnets		10.000	External service	
2.2 Updating digital content		10.000	Internal service	
2.3 Design of the villages' joint event		10.000	Internal service	



	2.4 Training courses		40.000	External service
	2.5 Mapping Internet coverage		10.000	Internal service
	<b>TOTAL 2. Current costs</b>		<b>80.000</b>	
<b>FINANCING</b>	Financing sources (Capital and Current Cost coverage)	<b>Source</b>	<b>Capital Costs (€ )</b>	<b>Current Costs (€ )</b>
		EU funding	220.000	
		National funding		
		Regional funding	60.000	
		Provincial funding		25.000
		Municipal funding	20.000	35.000
		Other (private contributions, revenues etc.)		20.000
	<b>Totale</b>		<b>300.000</b>	<b>80.000</b>
	Actions to be taken to ensure adequate revenue flows, necessary for proper implementation of the action and coverage of financial needs	<ul style="list-style-type: none"> <li>- Include the allocation of funds in the annual budgets following the launch of the Action</li> <li>- To enter into direct negotiations with funding bodies</li> <li>- Participate in calls for proposals in which the Action or an Activity can be submitted for funding</li> <li>- Organise fund-raising: sponsorship and agreements with operators</li> <li>- <u>Generate income to partially cover costs</u>: mobility tickets, sale of tourist products, admission fees to the boroughs unitary event</li> <li>-</li> <li>-</li> </ul>		
<b>OTHER RESOURCES</b>	Non-financial	<ol style="list-style-type: none"> <li>1. Internal staff</li> <li>2. SAPE support</li> <li>3. Available media: portals, social channels</li> <li>4. Storage spaces</li> <li>5. Logistics equipment</li> <li>6. Computer equipment</li> </ol>		
<b>IMPLEMENTATION PERIOD</b>	Starting date	Semester 2, 2021		
	Completion date	Semester 2, 2023		
<b>ANTICIPATED IMPACTS</b>	1	Increased number of visitors to historic villages, thus stimulating local economic activities in tourism and other related sectors		
<b>INDICATORS</b>	<b>N°</b>	<b>Indicator</b>	<b>How monitored (mode, frequency...)</b>	<b>By whom</b>
	1	No. of customers	No. of travel carnets issued in a year	Action coordinator through carnet issuers
	2	No. of historic rural centres with better accessibility by local public transport/other sustainable means of transport	Annual monitoring of sales of mobility services	Providers of mobility services



	3	No. of experiences in small craft and food and wine businesses	Annual mapping	Trade categories
	4	No. of long stay and remote (smart) working offers	Annual mapping	Ambito Costa degli Etruschi

ACTIVITY TIMETABLE	PHASE 2 (2021-2022)			2023		2024		2025		2026	
	Sem2 2021	Sem1 2022	Sem2 2022	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2	Sem1	Sem 2
Activity 1.1 Design, implementation and dissemination of a "Travel Booklet" and related signposting											
Activity 1.2 Creation of content and offers related to the "Carnet de voyage".											
Activity 1.3 Training courses for "Local Hosts"											
Activity 1.4 Verification and mapping of areas with insufficient Internet coverage											
Activity 1.5 Promotion of sustainable mobility measures											
Activity 1.6 Renovation of multipurpose public premises											



## ACTION N. 2

<b>MAIN FEATURES</b>	Title	<b>Itinerary linking spa and wellness resorts, including the theme of Silence linked to wellness</b>	
	Location	Castagneto Carducci, Sassetta, Campiglia	
	Typology	<input type="checkbox"/> Unitary intervention	<input type="checkbox"/> Composite intervention
		<input type="checkbox"/> Intervention by functional lots	<input type="checkbox"/> Integrated intervention
	Character	<input checked="" type="checkbox"/> New intervention	<input checked="" type="checkbox"/> Enlarged intervention
		<input type="checkbox"/> Completion intervention	<input type="checkbox"/> Renovation intervention
Good Practice references	<ol style="list-style-type: none"> <li>1. Sauna Region of the world (FI)</li> <li>2. Sam the Squirrel (HU)</li> <li>3. ®Meijän polku (our trail) (FI)</li> <li>4. Anaga “sensorial” trail (SP)</li> <li>5. Silence as a touristic driver</li> </ol>		
	<ol style="list-style-type: none"> <li>1. The valorisation of the sauna is a practice that has the capacity to give a strong character to the territory, activating not only an offer of wellness centres, but also the organisation of events of international resonance and the affirmation of a brand with a strong impact (see recent recognition as UNESCO heritage).</li> <li>2. The initiative is strongly linked to the connotation of the Hungarian city of Bük as a spa resort with related services, including those of an eco-recreational nature available to visitors. It is worth mentioning the nature trails and the design of an attractive logo that connotes all the services and products linked to it, thus constituting a combined tourist attraction of a complex nature.</li> <li>3. Meijän polku is a regional concept developed by health and wellness professionals to promote public health in new and innovative ways. It is therefore proposed as a regional network of wellness routes providing both mental and physical routes that can be developed by municipalities based on their individual characters, interests and needs.</li> <li>4. The idea of this practice is to offer the opportunity to discover a unique landscape of Tenerife also to people with disabilities, making it easy for them to discover nature experiences in sensory manners. The trail is connected to two other different walking routes, making the GP a total route based essentially on the senses.</li> <li>5. The theme of silence allows to capitalize on the methodology provided by the Finnish partner as Good Practice, which presents this concept as a driver of the tourism sector in Europe to support local sustainable development, especially after COVID 19.</li> </ol>		

<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>	<b>Reference to the project 4 Macro-categories indicated in the Application Form (section C.4)</b>	<p><b>1) Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)</b></p> <p><b>3) Information and communication support to trail visibility</b></p> <p><b>4) Trail management and governance</b></p>
	<b>Action leader</b>	<p>Campiglia Marittima Municipality</p> <p>Coordinator assistant: Sassetta Municipality</p>
	<b>Other players</b>	<p>Municipalities of Castagneto Carducci, Sassetta, CNR (Istituto di Bioeconomia), Università di Pisa, Terme di Venturina, Terme di Sassetta "Cerreta", Terme Etrusche "Calidario", Terme Elbane Portoferraio, Tombolo Thalasso Resort, Ambito turistico "Costa degli Etruschi" and participating municipalities, Asd "Oltrelavela", Asd Montecalvi Trail, CCN di Sassetta</p> <p>SAPE (the inter-municipal institution coordinated by the Province of Livorno and providing an associated service for European policies to all participants) will facilitate the task of this and other action implementing groups.</p>
	<b>Programmes</b>	<p><input checked="" type="checkbox"/> Programme Period 2021-2027 Regional Strategic Programme – R.O.P.)</p> <p><input checked="" type="checkbox"/> Next Generation (EU) – Recovery &amp; Resilience Fund</p> <p><input type="checkbox"/> Programme Period 2021-2027 (Territorial Cooperation programme – IT-FR Maritime)</p> <p><input checked="" type="checkbox"/> INTERREG EUROPE (Azione Pilota del Silenzio – attività 2.2.1)</p> <p><input type="checkbox"/> ...</p> <p><input type="checkbox"/> Other (specify...)</p>
<b>STRATEGY</b>	<b>Action scope</b>	<p>The itinerary "Thermal baths of the Tuscan sea-coast" offers tourists the opportunity to walk along paths and routes of great scenic/environmental/tourist/historic attraction, with the possibility of stopping off at thermal centres. These itineraries, most of which already exist, require posters that highlight the trail sections and the enterprises with their features and offers.</p> <p>The aim of the project proposal is to make the entire territory a homogeneous place where Nature, Silence, Sea and Woods establish a deep dialogue with the visitor to find, or rediscover, balance, well-being and even happiness.</p> <p>For this reason, one of the project objectives is the training of operators and professional resources necessary for this type of hospitality, as well as the effective dissemination of information on the area for all residents so that all people can enjoy the places where they live and be an active subject to ensure a full and satisfying enjoyment by the tourists.</p> <p>This Action is also intended to propose the replication in other areas of the testing for the valorisation of one/two Silence areas to be carried out as a Pilot Action in the semester 2/2021- semester 2/2022 period in the municipal areas of Campiglia Marittima, Sassetta and Castagneto Carducci</p>

<b>ACTIVITIES</b>	<b>Activity coordinating players</b>	<b>Activity description</b>	
	Wellness packages (Campiglia, Sassetta)	1) Creation of wellness packages, developed within a thermal trail concept that interacts with the thermal structures along Livorno coast, € 80.000	
	Silence areas (Campiglia, Sassetta, Castagneto Carducci)	2.1) Implementation of the Pilot Action "Silence areas" € 64.880 2.2) Replication of activities to promote Silence Areas as tourism and educational products € 100.000 ( this activity will capitalise on the aims, activities and results of the testing activities carried out as the Silence Pilot Action in the period June 2021-August 2022, with the assistance of the Finnish partner - please refer to the approved proposal - Annex 2, for more information	
	Signage and sustainable mobility (Asd Montecalvi Trail)	3) Signposting and sustainable, slow mobility for the use in the territory (bike/e-bike) € 100,000 (partially shared with Actions 1-4)	
	Training of operators (Ambito Turistico "Costa degli etruschi")	4) Training of professional operator profiles needed for the proposed activities ("Local Hosts"). Engagement of residents € 50.000	
	Information dissemination (Ambito Turistico "Costa degli etruschi")	5) Dissemination of information and project activities in municipalities € 30.000	
	Digitisation and creation of usability interface (Ambito Turistico "Costa degli etruschi")	6) Digitisation and creation of usability interface (cross-activity with the other Actions) € 40.000	
<b>COSTS</b>	<b>2. CAPITAL COSTS</b>	<b>Amount (€)</b>	<b>Notes</b>
	Sub-activity 2.2.1	2.800	
	Sub-activity 2.2.2	50.000	
	Activity 2.3	35.000	
	Activity 2.5	6.000	
	<b>TOTAL 1. Capital costs</b>	<b>93.800</b>	
	<b>2. CURRENT COSTS</b>		
	Activity 1.	80.000	
	Sub-activity 2.2.1	62.080	
	Sub-activity 2.2.2	50.000	
	Activity 3.	65.000	
	Activity 4.	50.000	
	Activity 5.	24.000	
	Activity 6.	40.000	
<b>TOTAL 2. Current costs</b>	<b>371.080</b>		

		Source	Capital Costs (€)	Current Costs (€)	
		<b>FINANCING</b>	Financing sources (Capital and Current Cost coverage)	EU funding	46.000
Interreg Europe Pilot Action	2.800			62.080	
National funding	0			0	
Regional funding	0			0	
Provincial funding	30.000			0	
Municipal funding	0			25.000	
Other (private contributions, revenues etc.)	15.000			15.000	
EU funding	0			20.000	
<b>Total</b>				<b>93.800</b>	<b>371.080</b>
	Actions to be taken to ensure adequate revenue flows, necessary for proper implementation of the action and coverage of financial needs			<ul style="list-style-type: none"> <li>– Including the allocation of funds in the annual budgets of the municipalities following the Action start</li> <li>– Entering into direct negotiations with funding bodies</li> <li>– Participating in calls for proposals in which the Action or an activity can be submitted for funding</li> <li>– Sponsorship</li> <li>– Generating income from day-to-day operations (rentals, tickets, ...)</li> </ul>	
<b>OTHER RESOURCES</b>	Non-financial	<ul style="list-style-type: none"> <li>▪ Internal staff</li> <li>▪ SAPE support</li> <li>▪ Available means of communication (website by implementing existing ones, social profiles, apps...)</li> <li>▪ Spaces (from Action 1)</li> <li>▪ Equipment (from Action 4)</li> </ul>			
<b>IMPLEMENTATION PERIOD</b>	Starting date	Semester 2, 2021			
	Completion date	Semester 2, 2024			
<b>ANTICIPATED IMPACTS</b>	1	Increasing the number of visitors to thermal resorts and other wellness-related sites, thus stimulating local economic activity in services and related economic sectors.			
	2	Introducing the Areas of Silence as an innovative tourism product			
<b>INDICATORS</b>	<b>N°</b>	No. of new visitors to SPAs and wellness resorts	Yearly	Person in charge of activity or delegated tourist institution	
	1	No. of Silence areas established/open to visitors	Yearly	Municipalities involved with areas of silence as identified	
	2	No. of wellness packages activated	Yearly	Tourist agents	
	3	No. of events realised	Yearly	Person responsible for the activity	
	4	No. of people trained	Yearly	Training institution	
	5	No. of new visitors to SPAs and wellness resorts	Yearly	Person in charge of activity or delegated tourist institution	

ACTIVITY TIMETABLE	PHASE 2 (2021-2022)			2023		2024		2025		2026	
	Sem2 2021	Sem1 2022	Sem2 2022	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2
<i>Activity 2.1</i> Creation of wellness packages, developed within a thermal trail concept that interacts with the thermal structures along Livorno coast											
<i>Activity 2.2.1</i> Implementation of the Pilot Action "Silence areas" <i>2.2.2</i> Activity replication	<b>Pilot Action on Silence</b>										
<i>Activity 1.3</i> Signposting and sustainable mobility											
<i>Activity 1.4</i> Training of professional operator profiles needed for the proposed activities ("Local Hosts"). Engagement of residents											
<i>Activity 1.5</i> Dissemination of information and project activities in municipalities											
<i>Activity 1.6</i> Digitisation and creation of usability interface											

## ACTION N. 3

<b>MAIN FEATURES</b>	Title	<b>Itinerary on eno-gastronomy</b>	
	Location	Castagneto Carducci, Sassetta, Campiglia, Suvereto, Populonia (Piombino), San Vincenzo e Riparbella municipal areas	
	Typology	<input type="checkbox"/> Unitary intervention	<input checked="" type="checkbox"/> Composite intervention
		<input checked="" type="checkbox"/> Intervention by functional lots	<input type="checkbox"/> Integrated intervention
	Character	<input checked="" type="checkbox"/> New intervention	<input checked="" type="checkbox"/> Enlarged intervention
		<input type="checkbox"/> Completion intervention	<input type="checkbox"/> Renovation intervention
	Good Practice references	1. The network of hiking and cycling trails in the Transylvanian Highlands (RO)	
		2. Dingli Cultural Heritage Trail (MT)	
	1) This GP presents an interesting solution for cooperation between landowners, local service providers, NGOs and public actors. The Transylvanian highlands are famous for areas of high natural value and villages originally lacking adequate infrastructure for ecotourism. Initiatives by local NGOs succeeded in convincing landowners to provide access, guidance and services to the area's ancient paths and trails - inaccessible to the general public due to a total lack of information until then. After an intensive period of work lasting several years, some 600 km of cycling and hiking trails have been mapped, marked and serviced. The main beneficiaries are active travellers who have found an interesting destination to spend a few days instead of a short visit, and local entrepreneurs who offer services (accommodation, equipment, guide, local products) and initiatives related to the promotion of local agricultural products. The initiative is now overseen by the regional authorities, with NGOs and local people actively involved in maintaining and developing the system. This model is therefore a useful source of inspiration for shaping the cooperation and coordination of the activities of the different groups, particularly those of Action 3. Also of interest in this experience is the link with local cuisine (brunches) and the use of authentic places, all of which can be perfectly integrated into our territory.		
	2) The most interesting aspects of this itinerary are linked to the promotion of local agricultural products, both through the proposal of guided nature trails and the use of the products in traditional recipes proposed by accommodation facilities. These structures also provide information and reception in the NATURA 2000 protected nature area, which is administered by a specific management plan. Other useful ideas: construction techniques using local materials, ways of promoting tourism in the months before or immediately after the high season (shoulder months).		

<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>	<b>Reference to the project 4 Macro-categories indicated in the Application Form (section C.4)</b>	<p><b>1) Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)</b></p> <p><b>2) Soft-mobility transport means</b></p> <p><b>3) Information and communication support to trail visibility</b></p> <p><b>4) Trail management and governance</b></p>
	<b>Action leader</b>	<p>Castagneto Carducci Municipality</p> <p>Coordinator assistant: Consorzio della Strada dell'Olio e del Vino Costa degli Etruschi</p>
	<b>Other players</b>	<p>Municipalities di Bibbona, Campiglia Marittima, Sassetta, Suvereto, Consorzio Strada del Vino e dell'Olio, (Comuni Isola d'Elba), Trade associations (Confcommercio, Confesercenti, CNA, Federalberghi,...) Coop Terre dell'Etruria, Ambito Turistico Costa degli Etruschi, OltrelaVela association.</p> <p>Livorno Province</p> <p>SAPE (the inter-municipal institution coordinated by Livorno province and providing an Associated Service for European Policies to all member participants) will facilitate the task of this as well as the other Action implementing teams.</p>
	<b>Programmes</b>	<p><input checked="" type="checkbox"/> Programme Period 2021-2027 Regional Strategic Programme –R.O.P.)</p> <p><input checked="" type="checkbox"/> Next Generation (EU) – Recovery &amp; Resilience Fund</p> <p><input checked="" type="checkbox"/> Programme Period 2021-2027 (Territorial Cooperation programme – IT-FR Maritime)</p> <p><input type="checkbox"/> Other (specify...)</p>
<b>STRATEGY</b>	<b>Action scope</b>	<p>Food and wine itineraries offer tourists the opportunity to follow paths and routes of great scenic/environmental/tourist/historical attraction, with the possibility of stopping off at farms where it is possible to visit, get to know and "taste" local traditions. These itineraries, most of which already exist, require advertisements that highlight the trails and the producers with their peculiarities and offers.</p> <p>Innovative sustainable mobility systems are to be introduced, e.g. through on-demand transport services and public-private partnerships.</p>
<b>ACTIVITIES</b>	<b>Activity coordinating players</b>	<b>Activity description</b>
	<p>Strada del Vino e dell'Olio</p> <p>Ambito Turistico Costa degli Etruschi</p>	<p>1. Mapping the offer of food and wine experiences € 10.000</p> <p>2. Creation of promotional packages, developed within an eno-gastronomic trail concept that interacts with the different production and retail structures € 20.000</p>

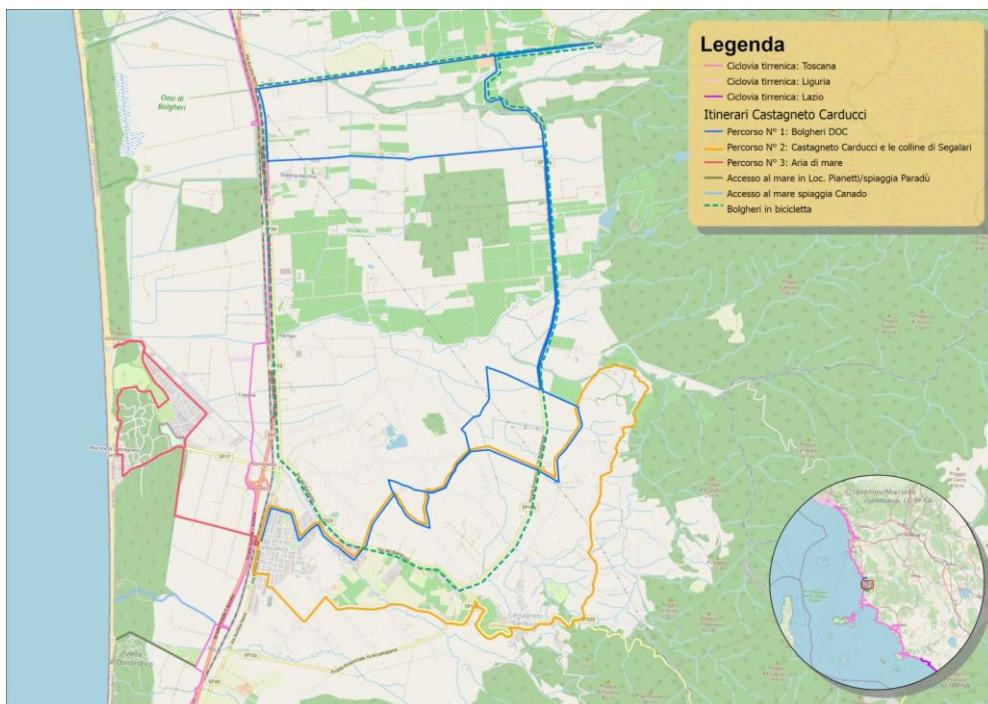


	Ambito Turistico Costa degli Etruschi	3. Involvement of local tour operators in the creation and marketing of tourist products € 20.000		
	Trade categories	4. Training of expert wine and food guides € 50.000		
	Ambito Turistico Costa degli Etruschi	5. Digitisation: inclusion and marketing of tourism products developed by the project on digital channels managed by the tourism sector and on regional channels € 30.000		
	Livorno Province	6. Promotion of sustainable mobility measures addressed both to local residents and visitors, recognised as being of strategic importance: also innovative measures in trial form, both on line and on demand (this activity is transversal to all the Plan Actions) € 100.000		
	Livorno Province	7. Realization of Business Plan for sustainable mobility actions in the territory, for tourism purposes		
<b>COSTI</b>	<b>1. CAPITAL COSTS</b>		<b>Amount (€)</b>	<b>Notes</b>
	<b>TOTAL 1. Capital costs</b>		<b>0</b>	
	<b>2. CURRENT COSTS</b>			
	1.1 Training service procurement		50.000	External service
	1.2 Commissioning of mapping survey services		10.000	Internal service
	1.3 Commissioning of digitisation services		30.000	External service
	1.4 Identification and commissioning to tour operators		20.000	External service
	1.5 Sustainable mobility services		100.000	External service
	1.6 Realization of Business Plan		50.000	External service
	1.7 Mapping update		10.000	Internal service
	1.8 Updating digital content		20.000	External service
	1.9 Managing sustainable mobility services		70.000	External service
	1.10 Software and hardware maintenance		10.000	External service
	<b>TOTAL 2. Current costs</b>		<b>370.000</b>	
<b>FINANCING</b>	Financing sources (Capital and Current Cost coverage)	<b>Fonte</b>	<b>Capital costs (€)</b>	<b>Current costs (€)</b>
		EU funding		240.000
		National funding		0
		Regional funding		40.000
		Provincial funding		0
		Municipal funding		60.000
		Other (private contributions, revenues etc.)		30.000
		<b>Total</b>	<b>0</b>	<b>370.000</b>

	Actions to be taken to ensure adequate revenue flows, necessary for proper implementation of the action and coverage of financial needs	<ul style="list-style-type: none"> <li>– Including the allocation of funds in the annual budgets after Action start</li> <li>– Entering into direct negotiations with funding bodies</li> <li>– Participating in calls for proposals in which the Action or an Activity can be submitted for funding</li> <li>– Organising the fundraising: sponsorship and agreements with operators</li> <li>– Generating income from day-to-day operations: mobility tickets, sale of tourism products</li> </ul>		
<b>OTHER RESOURCES</b>	Non-financial	<ol style="list-style-type: none"> <li>1. Internal staff</li> <li>2. SAPE support</li> <li>3. Available media: portals, social channels</li> <li>4. Storage spaces</li> <li>5. Logistics equipment</li> <li>6. Computer equipment</li> </ol>		
<b>IMPLEMENTATION PERIOD</b>	Starting date	Semester 2, 2021		
	Completion date	Semester 2, 2023		
<b>ANTICIPATED IMPACTS</b>	1	Increased number of customers to food and wine points of interest, thus stimulating local agro-industrial activities and related services through sustainable mobility services		
	2.	Increased offer of food and wine experiences		
	3.	Increased volume of tourist products sold by tour operators		
<b>INDICATORS</b>	<b>N°</b>	<b>Indicator</b>	<b>How monitored (mode, frequency...)</b>	<b>By whom</b>
	1	Number of customers	Number of tickets or services sold	Mobility service providers
	2	Number of food and wine experiences	Annual mapping	Consorzio della Strada del Vino e dell'Olio Costa degli Etruschi
	3	Number of tourist products sold	Annual monitoring of sales	Tour Operator

ACTIVITY TIMETABLE	PHASE 2 (2021-2022)			2023		2024		2025		2026	
	Sem2 2021	Sem1 2022	Sem2 2022	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2
1. Mapping the offer of food and wine experiences											
2. Creation of promotional packages											
3. Involvement of local tour operators in the creation and marketing of tourist products											
4. Training of expert wine and food guides											
5. Digitisation: inclusion and marketing of tourism products											
6. Promotion of sustainable mobility measures											
7. Realization of Business Plan for sustainable mobility actions											

Fig. 3.1 Preliminary routes of the proposed Itinerary



**ACTION N. 4**

**Sub-Action n. 4.A**

<b>MAIN FEATURES</b>	Title	<b>Connection of the intermodal “feeder cycle routes” with the Tyrrhenian cycle trail TC</b> <b>4.A.1 Coal railway trail</b> <b>4.A.2 Realization of itinerary Cycle route of regional interest - Marina di Bibbona-Bolgheri</b>	
	Location	4.A.1 Carbonifera-Casalappi-Montebamboli 4.A.2 Marina di Bibbona-Bibbona-Macchia della Magona - Bolgheri	
	Typology	<input type="checkbox"/> Unitary intervention	<input type="checkbox"/> Composite intervention
		<input checked="" type="checkbox"/> Intervention by functional lots	<input type="checkbox"/> Integrated intervention
	Character	<input checked="" type="checkbox"/> New intervention	<input checked="" type="checkbox"/> Enlarged intervention
		<input type="checkbox"/> Completion intervention	<input type="checkbox"/> Renovation intervention
	Good Practice references	<ul style="list-style-type: none"> <li>▪ River Lahn Trails (Hiking, Cycling, Water hiking) (DE)</li> </ul> <p>Action 4.A replicates the basic criteria of <b>Lahn River Trail</b> Good Practice (DE). The infrastructures (cycle paths, tracks, footpaths) recover disused railway tracks, follow watercourses and drainage canals, run alongside busy roads, use secondary roads with no or low traffic, in order to offer an alternative to motorised mobility, which is interesting for tourists from a landscape, historical and cultural point of view, while guaranteeing functionality and a higher level of safety. The route itself becomes an integral part of the "tourist destination" adding attractiveness to the final destination. Once the Sub-Action has been launched, it will be essential for the success of the project to carefully follow the governance model developed in the Good Practice, with the active and participatory involvement, in an associated form or not, of the administrations and bodies present in the territory.</p>	
Reference to the project 4 Macro-categories indicated in the Application Form (section C.4)	<p><b>1) Infrastructure and service to/along the trail (intermodality exchange, accessibility and connectivity)</b></p> <p><b>2) Soft-mobility transport means</b></p> <p><b>3) Information and communication support to trail visibility</b></p> <p><b>4) Trail management and governance</b></p>		

<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>	<b>Action leader</b>	Tuscany Region Emiliano Carnieri (Directorate: Mobility, Infrastructure, Local Public Transport)
	<b>Other players</b>	<ol style="list-style-type: none"> <li>1. FIAB: route proposals, analysis of good practices, impact assessment</li> <li>2. WWF: route proposals, analysis of good practices, impact assessment</li> <li>3. Legambiente: route proposals, analysis of good practices, impact assessment</li> <li>4. CNR: route proposals, analysis of good practices, impact assessment</li> <li>5. ANCI Toscana: route standards, good practice analysis, impact assessment</li> <li>6. Municipalities involved in the itinerary: itinerary proposals</li> <li>7. CNA: services, in particular transport services</li> <li>8. Confesercenti, CCIA, Confcommercio: services, in particular hospitality and tourism services</li> <li>9. Ambito turistico Costa degli Etruschi: coherence with regional policies, services.</li> <li>10. SAPE (the inter-municipal institution coordinated by Livorno province and providing an Associated Service for European Policies to all member participants) will facilitate the task of this as well as the other Action implementing teams.</li> </ol>
	<b>Programmes</b>	<input checked="" type="checkbox"/> Programme Period 2021-2027 Regional Strategic Programme – R.O.P.) <input checked="" type="checkbox"/> Next Generation (EU) – Recovery & Resilience Fund <input checked="" type="checkbox"/> Programme Period 2021-2027 (Territorial Cooperation programme – IT-FR Maritime) <input type="checkbox"/> Other (specify...)
<b>STRATEGY</b>	<b>Action scope</b>	<p><b>4.A.1</b></p> <p>The itinerary (cycle and MTB) proposes to the tourist a journey through time to discover the ancient animal-drawn railway that, during the 19th century, connected the lignite mines of Montebamboli with the point of embarkation of the mineral, located on the Tyrrhenian coast in Carbonifera. With a diversion from San Lorenzo, (highlighted in the map) it is possible to reach the medieval village of Suvereto, connecting in a sustainable way to the routes of Actions 2 and 3.</p> <p><b>4.A.2</b></p> <p>The itinerary aims to connect the coastal area with the Macchia della Magona Reserve and Bolgheri, in order to enhance the naturalistic assets associated with it.</p> <p>The planned cycle route initially links the State Nature Reserve of Marina di Bibbona with the Fort of Bibbona. It then reaches the medieval village of Bibbona and, further on, to the Macchia della Magona Reserve</p>

ACTIVITIES	Activity coordinating players	Activity description		
	Municipalities (Campiglia Marittima, Suvereto) FIAB / WWF /Legambiente/CNR/ANCIToscana	Intervention 4.A.1. <ul style="list-style-type: none"> <li>Design of measures to improve the accessibility of the route (including signage.) - € 20.000</li> </ul>		
	Municipalities (Campiglia Marittima, Suvereto)	Intervention 4.A.1. <ul style="list-style-type: none"> <li>implementation of the above-mentioned improvement measures - € 160.000</li> <li>signage and installation - € 20.000</li> <li>route maintenance - € 20.000</li> </ul>		
	Municipality of Bibbona Supported by: FIAB / WWF /Legambiente/CNR/ANCIToscana	Intervention 4.A.2. <ul style="list-style-type: none"> <li>Design of measures to improve the accessibility of the route - € 20.000</li> </ul>		
		Intervention 4.A.2. <ul style="list-style-type: none"> <li>Implementation of measures - € 60.000</li> <li>signage and installation - € 20.000</li> <li>route maintenance - € 10.000</li> </ul>		
COSTS	1. CAPITAL COSTS		Amount (€)	Notes
	1.1 Implementation of intervention 4.A.1 (terrain repair and consolidation, safety works)		160.000	External service
	1.2 Board realisation for intervention 4.A.1 (implementation and posting)		20.000	External service
	1.3 Implementation of intervention 4.A.2 (terrain repair and consolidation, safety works & maintenance)		60.000	External service
	1.4 Signage - intervention 4.A.2 (realization and posting)		20.000	External service
	<b>TOTAL 1. Capital costs</b>		<b>260.000</b>	
	2. CURRENT COSTS			
	2.1 Design of intervention 4.1		20.000	External service
	2.2 Design of intervention 4.2		20.000	External service
	2.3 Maintenance of intervention 4.1		20.000	External service
	2.4 Maintenance of intervention 4.2		10.000	External service
	<b>TOTAL 2. Current costs</b>		<b>70.000</b>	
FINANCING	Financing sources (Capital and Current Cost coverage)	Source	Capital Costs (€)	Current Costs (€)
		EU funding	200.000	
		National funding		
		Regional funding	70.000	
		Provincial funding		
		Municipal funding		30.000
		Other (private contributions, revenues etc.)		
<b>Total</b>	<b>270.000</b>	<b>30.000</b>		

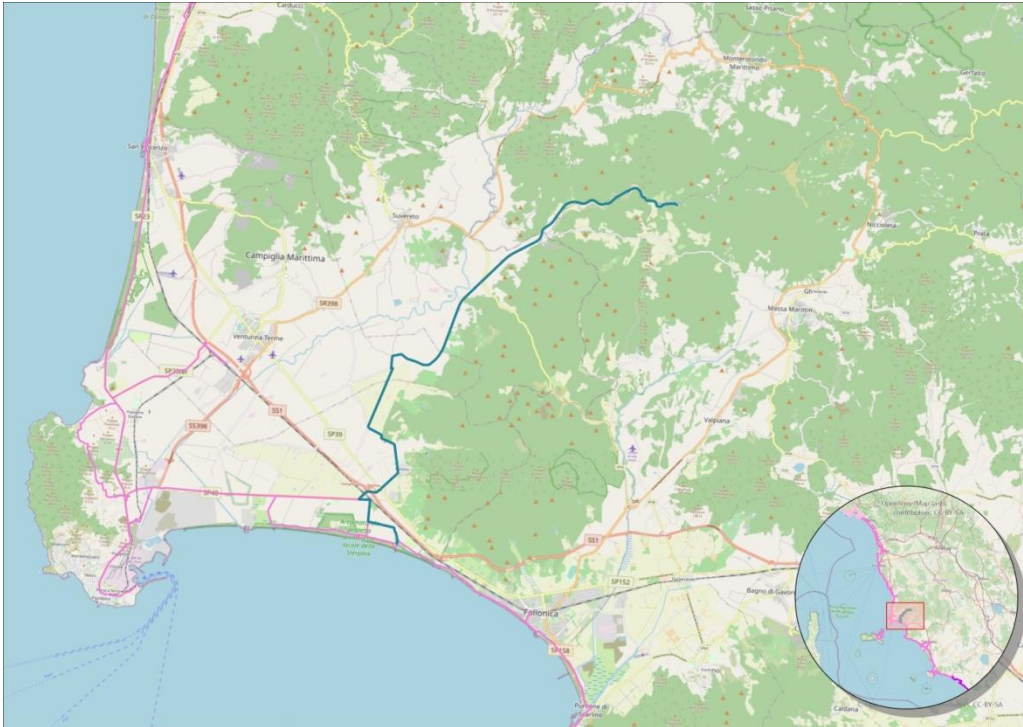
	Actions to be taken to ensure adequate revenue flows, necessary for proper implementation of the action and coverage of financial needs	<ul style="list-style-type: none"> <li>– Include the allocation of funds in the annual budgets following the launch of the Action</li> <li>– Enter into direct negotiations with funding bodies</li> <li>– Participate in calls for proposals in which the Action or an Activity could be eligible for funding</li> </ul>		
<b>OTHER RESOURCES</b>	Non-financial	<ol style="list-style-type: none"> <li>1. Internal staff</li> <li>2. SAPE support</li> <li>3. Available media: portals, social channels</li> <li>4. Storage spaces</li> <li>5. Logistics equipment</li> <li>6. Computer equipment</li> </ol>		
<b>IMPLEMENTATION PERIOD</b>	Starting date	Semester 2, 2021		
	Completion date	Semester 2, 2023		
<b>ANTICIPATED IMPACTS</b>	1.	Increased number of cycle tourists		
	2.	Increased visibility and usability of nature reserves along the route		
	3.	Increased safety levels of cycling tourism (additional km of safe cycling along the route)		
	4.	Expansion of the cycle tourism network (additional interconnections with European, national, regional and local cycle tourism infrastructure).		
<b>INDICATORS</b>	<b>N°</b>	<b>Indicator</b>	<b>How monitored (mode, frequency...)</b>	<b>By whom</b>
	1	No. km of connecting cycle paths to the CT opened/ converted/ rehabilitated	Annual monitoring	Tuscany Region / Toscana Promozione Turistica / Municipalities
	2	No. of additional safe kilometres along the routes concerned	Annual monitoring	Tuscany Region / Toscana Promozione Turistica / Municipalities
	3	No. of tourist cyclists per year	Annual monitoring	Tuscany Region / Toscana Promozione Turistica / Municipalities
	4	No. of sites of interest reached by the routes	Annual monitoring	Tuscany Region / Toscana Promozione Turistica / Municipalities



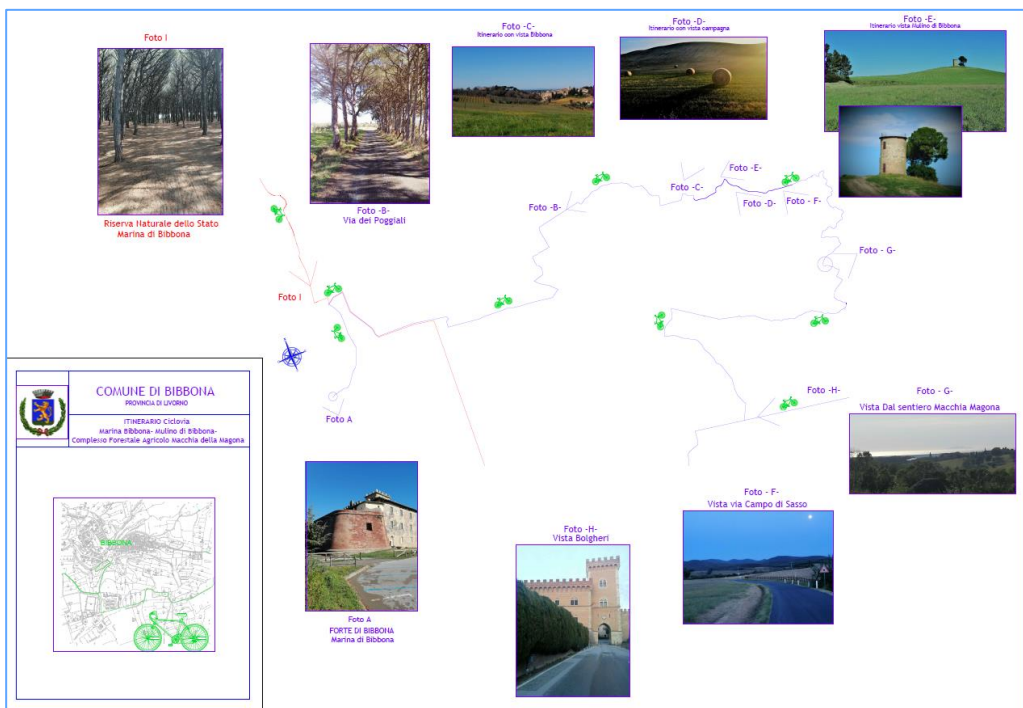


ACTIVITY TIMETABLE	PHASE 2 (2021-2022)			2023		2024		2025		2026	
	Sem2 2021	Sem1 2022	Sem2 2022	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2
<b>4.A.1</b>											
Activity 4.A.1.1 Design											
Activity 4.A.1.2 Implementation											
Activity 4.A.1.3 Maintenance											
<b>4.A.2</b>											
Activity 4.A.2.1 Design											
Attività 4.A.2.2 Implementation											
Attività 4.A.2.3 Maintenance											

**Fig. 4.1 – Coal railway trail (Sub-action 4.A.1.)**



**Fig. 4.2 – Itinerary Cycle route of regional interest - Marina di Bibbona-Bolgheri (Sub-action 4.A.2.)**



## Sub-Action n. 4.B

<b>MAIN FEATURES</b>	Title	<b>Cross-cutting involvement of services and other support points to TC</b>		
	Location	Entire territory of Livorno Province		
	Typology	<input type="checkbox"/> Unitary intervention	<input checked="" type="checkbox"/> Composite intervention	
		<input type="checkbox"/> Intervention by functional lots	<input type="checkbox"/> Integrated intervention	
	Character	<input checked="" type="checkbox"/> New intervention	<input type="checkbox"/> Enlarged intervention	
		<input type="checkbox"/> Completion intervention	<input type="checkbox"/> Renovation intervention	
	Good Practice references	<ul style="list-style-type: none"> <li>• Eurovelo 13 - Iron Curtain cycle trail (HU)</li> <li>• River Lahn Trails (Hiking, Cycling, Water hiking) (DE)</li> <li>• Volcano bike trail + Vogelsberg volcano express (bus) (DE)</li> <li>• TITSA Good Practices (ES)</li> </ul> <p>Action 4.B re-proposes the criteria of the Good Practice <b>Vogelsberg Volcano Express</b> and the Good Practice <b>Eurovelo 13 - Iron Curtain Cycle Route</b>, in particular the development of intermodality between bicycle and public transport. Currently a feasible practice on the territory for the Train + Bike system, it can also be developed locally for Bus + Bike, given the possibility of transporting bicycles on appropriately equipped bus lines, provided by the Framework Law "Provisions for the development of cycling mobility and the implementation of the national cycling network" 11 January 2018 - n.2</p>		
Reference to the project 4 Macro-categories indicated in the Application Form (section C.4)	<p><b>1) Infrastructure and service to/along the trail (inter-modality exchange, accessibility and connectivity)</b></p> <p><b>2) Soft-mobility transport means</b></p> <p><b>3) Information and communication support to trail visibility</b></p> <p><b>4) Trail management and governance</b></p>			
<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>	Action leader	Tuscany Region Emiliano Carnieri (Directorate: Mobility, Infrastructure, Local Public Transport)		

<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>  (cont.)	<b>Other players</b>	<ol style="list-style-type: none"> <li>1. FIAB: proposals for dedicated services, analysis of good practices, impact assessment</li> <li>2. WWF: proposals for dedicated services, analysis of good practices, impact assessment</li> <li>3. Legambiente: proposals for dedicated services, analysis of good practices, impact assessment</li> <li>4. CNR: proposals for dedicated services, analysis of good practices, impact assessment</li> <li>5. ANCI Toscana: route standards, good practice analysis, impact assessment</li> <li>6. Municipalities involved in the itinerary: proposals and implementation of dedicated services</li> <li>7. CNA: services, in particular transport services</li> <li>8. Confesercenti, CCIA, Confcommercio: services, in particular hospitality and tourism services</li> <li>9. Tourist areas: Etruscan Coast, Elba and Tuscan Islands, Livorno: coherence with regional policies, services</li> <li>10. Province of Livorno and SAPE (the inter-municipal institution coordinated by the Province of Livorno and providing an associated service for European policies to all participants) will facilitate the task of this and the other groups implementing actions.</li> </ol>
	<b>Programmes</b>	<input checked="" type="checkbox"/> Programme Period 2021-2027 Regional Strategic Programme – R.O.P.)
		<input checked="" type="checkbox"/> Next Generation (EU) – Recovery & Resilience Fund
		<input checked="" type="checkbox"/> Programme Period 2021-2027 (Territorial Cooperation programme – IT-FR Maritime)
		<input type="checkbox"/> Other (specify...)
<b>STRATEGY</b>	<b>Action scope</b>	This Sub-Action is transversal to the entire provincial area and aims at: <ul style="list-style-type: none"> <li>- Facilitating bikers' movements</li> <li>- Strengthening the network of hotels, B&amp;B, hostels for cyclists, with dedicated services</li> <li>- Increasing the services dedicated to the bike (rental, repair, etc.)</li> <li>- Inserting the trails in the "Visit Tuscany" portal and other sites promoting cycle tourism</li> </ul>
<b>ACTIVITIES</b>	<b>Activity coordinating players</b>	<b>Activity description</b>
	CNA, private companies of transport and/or tourist services, Province of Livorno, Municipalities	<b>4.B.1. Accessibility of routes</b> <ul style="list-style-type: none"> <li>- Auxiliary services (trailers, racks, etc.) for transferring cycle tourists</li> <li>- Purchase of equipment (trailers, racks, etc.) to implement the services - € 75.000</li> </ul>

	Confesercenti, Confcommercio, private companies of transport and/or tourist services	<b>4.B.2. Hospitality/Local assistance</b> - hospitality and assistance services in bike-friendly accommodation (bike storage, repair points, e-bike power supply, e-bike rental service)
	Municipalities, private enterprises of tourist services	<b>4.B.3. Hospitality/Assistance along the routes and at intermodal nodes</b> - creation of storage points (bicycles and luggage) at intermodal nodes - € 10.000 - rest points along the routes with water points, racks - € 40.000 - e-bike charging stations with bicycle repair kits – € 50.000
	Tuscany Region, Province of Livorno, Municipalities, the 3 Tourist Areas, Toscana Promozione Turistica	<b>4.B.4. Information &amp; Promotion</b> - information updating on the website and related apps - €70,000 - provision of monitoring devices in strategic locations (bicycle transit counters) € 18,000

COSTS	1. CAPITAL COSTS	Amount (€)	Notes
	4.B.1. Accessibility (transferring cyclists with auxiliary services)	75.000	External services
	4.B.2. Hospitality and assistance services in bike-friendly accommodation	-	At companies' charge
	4.B.3 Hospitality/Assistance along the routes and at intermodal nodes	100.000	External services
	4.B.4. Provision of monitoring devices in strategic locations (bicycle transit counters)	18.000	External services
	<b>TOTAL 1. Capital costs</b>	<b>193.000</b>	
	2. CURRENT COSTS		
	4.B.4. information updating on the website and related apps. Monitoring	70.000	External services
<b>TOTAL 2. Current costs</b>	<b>70.000</b>		

FINANCING	Financing sources (Capital and Current Cost coverage)	Source	Capital costs (€)	Current costs (€)
		EU funding		
		National funding	75.000	
		Regional funding	70.000 (4.B.3)	
		Provincial funding		
		Municipal funding	30.000 (4.B.3)	
		Other (private contributions, revenues etc.)	18.000	70.000
		<b>Total</b>	<b>193.000</b>	<b>70.000</b>

	Actions to be taken to ensure adequate revenue flows, necessary for proper implementation of the action and coverage of financial needs	<ul style="list-style-type: none"> <li>– Include the allocation of funds in the annual budgets following Action start</li> <li>– Enter into direct negotiations with funding bodies</li> <li>– Participate in calls for proposals in which the Action or an Activity could be eligible for funding</li> </ul>		
<b>OTHER RESOURCES</b>	Non-financial	<ol style="list-style-type: none"> <li>1. Internal staff</li> <li>2. SAPE support</li> <li>3. Available media: portals, social channels</li> <li>4. Storage spaces</li> <li>5. Logistics equipment</li> <li>6. Computer equipment</li> </ol>		
<b>IMPLEMENTATION PERIOD</b>	Starting date	Semester 2, 2021		
	Completion date	Semester 2, 2026		
<b>ANTICIPATED IMPACTS</b>	1.	Development of new services to support the Tyrrhenian Cycle Route and associated minor routes.		
	2.	Qualification of existing accommodation facilities with new bike friendly equipment (e.g.: number of accommodation facilities with laundry services, luggage storage, bike shelter and maintenance)		
	3.	Development of information, communication and promotion of cycling routes and related services		
<b>INDICATORS</b>	<b>N°</b>	<b>Indicator</b>	<b>How monitored (mode, frequency...)</b>	<b>By whom</b>
	1	No. of new services and other support points connected to CT by connecting cycle paths	Yearly	Tuscany Region / Toscana Promozione Turistica / Municipalities / Chambers of Commerce, trade associations and other sources of information
	2	No. of existing accommodation facilities with new services, registered annually	Yearly	Tuscany Region / Toscana Promozione Turistica / Municipalities / Chambers of Commerce, trade associations and other sources of information



	3	No. of all-inclusive travel proposals for cycling tourism networked on the routes concerned	Yearly	Tuscany Region / Toscana Promozione Turistica / Municipalities / Chambers of Commerce, trade associations and other sources of information
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ACTIVITY TIMETABLE	PHASE 2 (2021-2022)			2023		2024		2025		2026	
	Sem2 2021	Sem1 2022	Sem2 2022	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2
4B.1 Accessibility											
4.B.2 Hospitality											
4.B.3 Assistance											
4.B.4 Information & Promotion											



## ACTION N. 5

<b>MAIN FEATURES</b>	Title	<b>Realization of the provincial digital hub</b>	
	Location	Entire provincial territory	
	Typology	<input type="checkbox"/> Unitary intervention	<input type="checkbox"/> Composite intervention
		<input checked="" type="checkbox"/> Intervention by functional lots	<input type="checkbox"/> Integrated intervention
	Character	<input type="checkbox"/> New intervention	<input checked="" type="checkbox"/> Enlarged intervention
		<input type="checkbox"/> Completion intervention	<input checked="" type="checkbox"/> Renovation intervention
	Good Practice references	<ul style="list-style-type: none"> <li>• <b>GP 25 – Cultural mapping project (MT)</b></li> <li>• <b>GP 28 - Eurovelo 13 - Iron Curtain cycle trail (HU)</b></li> <li>• <b>GP10 - Via Sancti Martini – International pilgrimage route (HU)</b></li> <li>• <b>Big Data, TITSA (ES)</b></li> </ul> <p>Good Practice No. 25 documented by the Maltese partner concerns the creation of tools to help the arts and cultural sectors in addressing the challenges faced, and also to understand what stock of cultural infrastructure is retained by the Country.</p> <p>Its aim is to use this information to advise the Government in an informed way when developing national cultural strategies.</p> <p>It aims to generate information on the cultural use of public spaces in various localities. The project produces a map of each locality in Malta and Gozo based on GIS technology which identifies spaces, sites and places of significance and their basic tangible qualities.</p> <p>It also aims to provide an analysis of contemporary cultural activity in relation to the use of these spaces, sites and places in relation to the communities that use them. The data includes spaces, streets, squares and places used for a range of cultural activities including public religious events and festivals of all denominations; fireworks; civic festivals; and rural festivals and events.</p> <p>GP 25, together with the other two Hungarian GPs and with the experience provided by PP10 partner (TITSA) on Big Data, constitutes a starting point for digitisation initiatives of territorial and other types of information, able to exploit input from the various activities of the plan but also from other sources, together with downstream information and communication tools for the dissemination of such information, thus placing itself in a transversal or cross-cutting position within the Action Plan.</p>	
	Reference to the project 4 Macro-categories indicated in the Application Form (section C.4)	<p>3) Information and communication support to trail visibility</p> <p>4) Trail management and governance</p>	

<b>IMPLEMENTATION GROUP AND POLICY REFERENCES</b>	<b>Action leader</b>	Province of Livorno Strategic Development, Planning, Local Public Transport" Service
	<b>Other players</b>	<ol style="list-style-type: none"> <li>1. Municipalities in the provincial territory</li> <li>2. Region of Tuscany</li> <li>3. Tourist areas: Costa degli Etruschi, Elba and Islands, Livorno</li> <li>4. SAPE (the inter-municipal institution co-ordinated by the Province of Livorno and providing an associated service for European policies to all participants) will facilitate the task of this and other groups implementing actions.</li> </ol>
	<b>Programmes</b>	<input checked="" type="checkbox"/> Programme Period 2021-2027 Regional Strategic Programme – R.O.P.)
		<input checked="" type="checkbox"/> Next Generation (EU) – Recovery & Resilience Fund
<input checked="" type="checkbox"/> Programme Period 2021-2027 (Territorial Cooperation programme – IT-FR Maritime)		
<input checked="" type="checkbox"/> Other: own funds of the Province of Livorno		
<b>STRATEGY</b>	<b>Action scope</b>	<p><b>Scope</b></p> <p>Definition and implementation of a geo data hub of the Province of Livorno, i.e. an organized set of geographical data and digital services based on them (e.g. webservice, apps, etc.) that will constitute an information asset for the benefit of all local authorities in the territory as well as companies, professionals and citizens.</p> <p><b>Context</b></p> <ul style="list-style-type: none"> <li>• Low level of digitization of territorial information on specific issues at provincial level.</li> <li>• The Province must update its platforms for the processing, analysis and publication of geographical data</li> <li>• The Province has an important information wealth of geographical data that could be made available to the community through maps and data usable via the web, interoperability services and dedicated applications.</li> <li>• The Province needs to computerize the Variant (partial updated version) to the PTCP.</li> </ul> <p><b>Objectives</b></p> <p>Creation of a new technological platform of the Province of Livorno for internal and external use (local authorities, enterprises, professionals and citizens) in order to implement a geo data hub, i.e. a structured and organised set of data, maps and geographical services of public and private interest.</p> <p>The geo data hub will have to be fed by the Province and the local authorities of the territory.</p> <p>The information in the hub will be divided into two types:</p> <ul style="list-style-type: none"> <li>• - public: open access data, services and maps</li> <li>• - private: data, services and maps whose access will be reserved for the Province and other local authorities</li> </ul>

ACTIVITIES	Activity coordinating players	Activity description			
	Livorno Province (all activities)	<b>1. Census and identification of key data:</b> <ul style="list-style-type: none"> <li>Identification of a set of geographical data (e.g. planning, road network, transport, school buildings, land register, etc.) whose availability is of particular value and interest for the project targets, i.e. the Province, local authorities, businesses, professionals and citizens.</li> <li>Identification of any information assets already available to the Province and other local authorities in the territory (e.g. the Perla project, ThreeT territorial context analysis, Tuscany Region, etc.).</li> <li>Preparation of a new software infrastructure for the management, processing and publication of geographical data, maps and services based on them.</li> <li>In order to guarantee the respect of the project times and costs, the new software infrastructure will have to be designed with a view to ensure continuity with the current tools already in use at the Province and with the know-how already acquired by the staff</li> </ul>			
<b>2. Feeding the new platform with the data identified by the census in 1) above</b>  For this activity the Province's staff will have to be assisted by highly specialised technicians who will support the digitisation, collection, production and processing of data, implementation of maps and services.					
<b>3. Training of a provincial competence centre</b> to support the various authorities in publishing their data on the platform.					
<b>4. Feeding the geo data hub</b>					
<b>5. Management and maintenance of the whole system when fully operational</b>					
COSTS		<b>1. CAPITAL COSTS</b>		<b>Amount (€)</b>	<b>Notes</b>
	1.1. Provision of basic hardware, operating systems and software (2 graphic computers, 2 laptops and 2 tablets)		12.200	External supplier	
	<b>TOTAL 1. Capital costs</b>		<b>12.200</b>	<b>VAT included</b>	
	<b>2. CURRENT COSTS</b>				
	1.1 Implementation of the technology platform (maintenance of licences already in use, purchase of new licences, training, specialist support for the activities described)		170.800	External service provider	
<b>TOTAL 2. Current costs</b>		<b>170.800</b>	<b>VAT included</b>		
FINANCING	Financing sources (Capital and Current Cost coverage)	<b>Source</b>	<b>Capital costs (€)</b>	<b>Current costs (€)</b>	
		EU funding			
		National funding			
		Regional funding			
		Provincial funding	12.200	170.800	
		Municipal funding			
		Other (private contributions, revenues etc.)			
		<b>Total</b>	<b>12.200</b>	<b>170.800</b>	

	Actions to be taken to ensure adequate revenue flows, necessary for proper implementation of the action and coverage of financial needs	<ul style="list-style-type: none"> <li>- Entering the allocation of funds in the annual budget at Action start (2021) and in the following annual budget (2022)</li> <li>- Preparation and management of tender for the selection of external supplier/provider</li> <li>- Organisational activities within the organisation for both the initial implementation and the subsequent full-scale management phase, with identification of downstream activities and related financial coverage through the other funding sources indicated in the sub-section "Programmes" above</li> </ul>		
<b>OTHER RESOURCES</b>	Non-financial	<ol style="list-style-type: none"> <li>1. Internal staff</li> <li>2. Support of municipalities and SAPE</li> <li>3. Available media: websites and portals, social channels</li> <li>4. Databases from implemented and ongoing projects</li> <li>5. Computer equipment already available at the provincial authority</li> </ol>		
<b>IMPLEMENTATION PERIOD</b>	Starting date	Semester 2, 2021		
	Completion date	Semester 2, 2022		
<b>Anticipated impacts</b>	1	Increased PA efficiency through data interoperability.		
	2.	Innovative optimisation of PA services.		
	3	Increased competence of PA human resources		
	4	Increased PA information assets		
<b>INDICATORS</b>	<b>N°</b>	<b>Indicator</b>	<b>How monitored (mode, frequency...)</b>	<b>By whom</b>
	1	Number of data, maps and services managed by the geo data hub	Monthly monitoring from the moment the IT structure is set up.	Livorno Province/SAPE
	2	Number of accesses to data, maps and services managed by the geo data hub	Monthly monitoring from the time of publication of each service.	Livorno Province/SAPE
	3	Number of trained human resources	Testing at the end of each training course	Livorno Province/SAPE



ACTIVITY TIMETABLE	PHASE 2 (2021-2022)			2023		2024		2025		2026	
	Sem2 2021	Sem1 2022	Sem2 2022	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2	Sem1	Sem2
Activity 5.1 Data census											
Activity 5.2 Geographic data management infrastructure											
Activity 5.3 Training of the provincial competence centre on the geo data hub											
Activity 5.4 Feeding the geo data hub											
Activities 5.5 Management and maintenance of the whole system when fully operational											

## Considerations on activity interconnection and on "driving" activities

The analysis carried out concerning the degree of interrelation among the **32** activities pertaining to the **5** Actions described above allows to identify those which can be considered as "having a greater capacity to drive other activities", and thus

- 1) of greater transversal value
- 2) indicatively to be considered as priority activities.

Given the list of activities organised in decreasing order - based on the interconnection index (comprised between 65 and 25) - the most "driving" activities (full Action for Action 5) appear the initial 8 indicated in bold characters below:

<b>4.2.IV</b>	<b>INFORMATION AND PROMOTION</b> Updating of information on the website and related apps, ... Provision of monitoring devices in strategic locations (bike transit counters)
<b>5</b>	<b>DIGITALISATION - Implementation of provincial hub</b>
<b>3.6</b>	<b>Promotion of SUSTAINABLE MOBILITY measures addressed to both local residents and visitors, recognised as being of strategic importance both on line and on call (q transversal to all Plan Actions)</b>
<b>3.2</b>	<b>Creation of tourist products, developed within a concept of food and wine itinerary that interacts with the different production and retail structures</b>
<b>2.6</b>	<b>Digitisation and creation of information usability interfaces</b>
<b>3.5</b>	<b>Digitisation: inclusion and marketing of the tourism products developed by the project on digital channels managed by the tourism sector and on regional ones</b>
<b>1.5</b>	<b>Promotion of sustainable mobility measures addressed to both local residents and visitors in connection with the other actions (action 3))</b>
<b>3.3</b>	<b>Involvement of local tour operators for the creation and marketing of tourism products</b>
2.5	Dissemination of information and project activities in the municipalities
4.2.II	WELCOMING Provision of dedicated services for cyclists (bicycle storage, repair points, power supply for electric bicycles, bicycle rental service).
2.1.	Creation of wellness packages, developed within the concept of a thermal route that interacts with the thermal facilities along the Livorno coastline
4.2.III	ASSISTANCE Creating storage points (bicycles, luggage) in intermodal nodes. Rest points along the route with water points, racks, support for electric charging
1.2	Creation of contents and offers related to the Travel Carnet to be implemented on the existing tourist portals (Visit Tuscany, Costa degli Etruschi, Parchi Val di Cornia, etc.) and on the connected social channels

## Part IV

### A. Procedures to effectively monitor the Action Plan implementation

Detail	Indicator	How monitored (mode, frequency...)	By whom
<b>ACTION PLAN</b>	(Self-defined performance indicator as in ThreeT Application Form - Sect. C.6.2) <b>Increased number of visits to natural and cultural areas and other areas of attraction receiving SF support</b> <b>n. 4,200</b>	a) Yearly recording using different sources of information (see also below): N° of Travel Carnets issued N° of new visitors in thermal and well-being resorts b) Bike counter	Action coordinators, other assistants
<b>Action 1</b>	See relevant sub-section in the Action section		
<b>Action 2</b>	See relevant sub-section in the Action section		
<b>Action 3</b>	See relevant sub-section in the Action section		
<b>Action 4</b>	See relevant sub-section in the sub-Action sections		
<b>Action 5</b>	See relevant sub-section in the Action section		



## B. Risk Assessment

CLASSIFICATION	HIGH	MEDIUM	LOW
<b>A. Management complexity</b>			
Strategic relevance of the Actions		x	
Interdependence among Actions	x		
Heterogeneity of players	x		
<b>General score A</b>	❖		
<b>B. Actions' dimension</b>			
Number of players in each working team		x	
Number of activities	x		
Economic dimension	x		
<b>General score B</b>	❖		
<b>C. Other factors</b>			
Legal and administrative aspects			x
Procedures for financing the Action		x	
<b>General score C</b>		❖	
<b>D. Technological and other aspects</b>			
Database and other information availability		x	
ICT hardware and software			x
Communication (internal)		x	
Communication (external)	x		
<b>General score D</b>		❖	
<b>ACTION RISK OVERALL EVALUATION</b>		❖	

### Recommendations:

- 1) Strong coordination (overall and at Action/activity levels) during both implementation and monitoring phases
- 2) Constant surveillance of financing opportunities and executive proposal preparation (with SAPE support)
- 3) Keeping the organisational structure of the Stakeholder Table divided into working groups (similar to that adopted in the Action Plan design stage) with periodical inter-communication stages
- 4) Flexible planning arrangements to ensure effective exploitation of implementation opportunities and tailored procedures



**This Action Plan will be implemented and monitored by:**

Date: \_\_\_\_\_

Name and position : \_\_\_\_\_

Signature: \_\_\_\_\_

Stamp of the organisation (if available):

Endorsement shall be included here.

*[This Action Plan is expected to be ratified by the Conference of all Municipalities of Livorno province scheduled on 3 March 2021. Resolution of such ratification will be enclosed to the final version]*

AI. 1 - 5 ACTION SUMMARY WITH MAIN INFORMATION

ACTION			Action Details					Action Costs by Funding Source (Euro)					Implementation period					Synergy																	
ACTION		Sub-Action	Lead partner	Other players	Scope	Location	Good Practice transfer -ring regions & n°	Public (€)					Private & others (€)		Total COST		2021 sem		2022 sem		2023 sem		2024 sem		2025 sem		Sinergy with other projects								
Code	Title	Title						Municipal	Provincial	Regional	National	European	Local	Others	€	1	2	1	2	1	2	1	2	1	2	Intense	Nectenus	Mobimart	Mob. plus	Istrice					
1	An itinerary linking historic rural villages grouped in an archipelago or constellation pattern	-	Bibbona Municipality	Associations, coastal and hill municipalities (Castagneto Carducci, Sassetta, Campiglia, Suvereto, Populonia (Piombino)., FIAB (Italian Bike Federation) Ambito Turistico Costa degli Etruschi	Enhancement and construction of an integrated system for the promotion of maritime villages using the 'Travel Carnet'	Bibbona, Castagneto Carducci, Sassetta, Campiglia, Suvereto, Populonia (Piombino),	Poland (2)	55.000	25.000	60.000	0	220.000	0	20.000	380.000			X	X	X	X	X						X					X		
2	Itinerary linking spa and wellness resorts, including the theme of Silence linked to wellness	-	Campiglia Marittima Municipality	Municipalities of Castagneto Carducci, Sassetta, CNR (Istituto di Bioeconomia), Università di Pisa, Terme di Venturina, Terme di Sassetta "Cerreto", Terme Etrusche "Calidario", Terme Elbane Portoferraio, Tombolo Thalasso Resort, Ambito turistico "Costa degli Etruschi" and participating municipalities, Asd "Oltrelavela", Asd Montecalvi Trail, CCN di Sassetta	Paths and routes of great scenic/environmental/tourist/historic attraction, connected to thermal centres and Silence areas	Castagneto Carducci, Sassetta, Campiglia	Finland (3) Hungary (1) Spain (1)	25.000	30.000	0	0	295.000	30.000	64.880	444.880			X	X	X	X	X	X	X	X							X	X	X	
3	Itinerary on "eno-gastronomy"	-	Castagneto Carducci Municipality	Municipalities of Bibbona, Campiglia Marittima, Sassetta, Suvereto, Consorzio Strada del Vino e dell'Olio, (Comuni Isola d'Elba), Trade associations (CIA, Confagricoltura, ecc.) Coop	Paths and routes of great scenic/environmental/tourist/historic attraction, linked to wine and food producers. Innovative sustainable mobility system.	Castagneto Carducci, Sassetta, Campiglia, Suvereto, Populonia (Piombino), San Vincenzo e Riparbella municipal areas	Romania (1) Malta (1)	60.000	0	40.000	0	240.000	30.000	0	370.000			X	X	X												X	X	X	X



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All. 2 - Action 2- Sub-action 2.1 – PILOT ACTION IN “SILENCE AREAS”

*(proposal approved by INTERREG EUROPE Managing Authority on 25 February 2021 - refer)*