EPICAH
Interreg Europe

European Union
European Regional
Development Fund

ASEV - Partner presentation

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ASEV
obiettivo sviluppo

20th-21st February, 2017 │ Kickoff meeting - Porto

About ASEV

- **ASEV** - **Agenzia per lo Sviluppo Empolese Valdelsa Spa** (**www.asev.it**) is a public-private agency for the **innovation**, **training** and economic **development** of the territory located in the Empolese Valdelsa district, a wide urban and industrial Tuscany area placed between Florence and Pisa.

- Founded in **2001**, the mission of **ASEV** mainly concerns:

  - Coordination, participation and management of **innovation and cooperation projects** and networks at regional, national and EU level

  - Planning, managing and execution of **vocational training** courses for people, enterprises, associations, public or private bodies

  - Promotion, planning and management of activities and projects focused on safeguard and enhancement of the historical, **environmental and cultural, historical heritage** of the territory, including **tourism**

WHY ASEV as partner?

- **ASEV** has a **wide experience with EU** projects (ERDF/ESF) , including INTERREGs. Some recent examples: **NMP-REG, TANIA** (Interreg Europe), **ENEX** (Erasmus+), **NANO4M** , **DLA** (Interreg IVC), **IMAGE** (Eco-Innovation), **ETM** (LLP).

- **ASEV** coordinates with Tuscany Region (RT) the development of the regional **Observatory for Tourist smart Destinations (OTD)**, leading the technical group for the OTD platform, which includes **parameters and indicators for a sustainable tourism** (not only tourism flows)

- Together with relevant **stakeholders, ASEV** is launching a **cross-border initiative (ITA-FRA)** aiming to **integrate** the existing **web platforms** and data flows on tourism and foster through ICTs the growth of new and joint business models in SMEs for a sustainable tourism (**Smart Destination initiative**)

- **ASEV** is Member of the regional **TECNORETE** and involved – by RT - in the Network of European Regions for Sustainable and Competitive Tourism (**NECSTour** initiative)

Policy Instrument: MARITIME IT-FR

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La cooperazione al cuore del Mediterraneo

CORSICA — Intera regione

LIGURIA — Intera regione

PACA — Alpi-Marittime | Var

SARDEGNA — Intera regione

TOSCANA Grosseto | Lucca | Livorno | Massa Carrara | Pisa

6,5 MLN Abitanti

199.649.898 € Finanziamento

169.702.411 € FESR
Fondo Europeo di Sviluppo Regionale

Interreg
UNION EUROPÉENNE
MARITTIMO-IT FR-MARITIME
Fonds européen de développement régional

Policy Instrument: MARITIME IT-FR

Name	**Interreg V-A: Italy-France « MARITIME»** Axis 1 and Axis 2 / Thematic Objective 3 and 6
Main Features	**Objective** is «**foster a smart, sustainable and inclusive growth** in the cross-border area» aiming to provide a priority «**Support** to the **development** of green and blue economies» [Axis 1] and by « Enhancing and **protecting** the **natural and cultural heritage** » [Axis 2]. Priority axes include several Thematic Objectives as : ❑ TO3- **Improve SME competitiveness,** particularly referring to blue and green economies(including **tourism**) ❑ TO6 – **Preserve** and protect the **environment** and promote efficient use of resources
Responsible	**Tuscany Region – Sector International activities**
Context	▪ MARITIME cross border area is rich of **high natural/cultural excellences** ▪ **Highly** exposed to **flow of tourists** (only Tuscany > 43 million in 2014) ▪ Consolidated **tourism sector**, but densely **fragmented in SMEs** (92%) with a low propensity to invest in green tech and sustainable business models. ▪ **Human pressure** in the seasonal tourist areas (4. 200 km of coast)

Policy Instrument: MARITIME IT-FR

Name	**Interreg V-A: Italy-France « MARITIME»** Axis 1 and Axis 2 / Thematic Objective 3 and 6
Context (continue)	▪ **High vulnerability to hydrogeological risk** (climate change in the Mediterranean area, 62.5% of population involved), soil **erosion** (~15% of coast) and forest **fires**.
Needs and opportunities	▪ Growth of a **new generation of tourists** with a greater **sensitivity** on eco-sustainability and a **higher knowledge level of digital tech** and tools. ▪ **Radical change** in the **ways** of understanding and **governing** tourism: key factors represented by **eco-tourism, business and heritage protection.** ▪ **Policy makers needs** of: ▪ Tools to **analyze and monitor tourism flows**, data, information and mobility **at wider level** (cross-border). ▪ **Implement** accordingly **common strategies** for the protection of natural and cultural heritage, particularly along coastal area. ▪ **Raise awareness** and support **SMEs** investment in **green business models** and technologies. ▪ **Support cities + communities** – and stakeholders - to invest in their own image of **"smart destinations"** (green, eco-sustainable).

Tuscany Stakeholders

According with EPICAH's common rules **stakeholder group can include** representatives from various categories:

- Regione Toscana as **managing authority of the MARITIME ITA-FRA cross-border programme**
- **Networks/consortia of SMEs** (e.g networks CORE and IN YOUR TUSCANY)
- Stakeholder of the Tourism supply chain including **associations** (e.g CONFESERCENTI TOSCANA, ASSHOTEL)
- **Research** institutions (e.g. Centro Studi Turistici di Firenze, UNIFI/CIRT) with specific skill on Environment and Tourism
- **Local Authorities** (Municipalities, particularly referring to tourist destinations) in charge to regulate and take decisions for a sustainable development and preservation of natural/cultural heritage
- **Other** stakeholder of the **cross-border** area IT-FR outside Tuscany (e.g. partners of the SMART DESTINATION initiatives)

Thank you!

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