# Regional stakeholders strategy of *Molise Region*

# Table of contents

# 1 Starting point. Communication objectives

| Objective |
|-----------|
| *To foster knowledge exchangeand policy learning on management of heritage in coastal landscapes among policy makers and private actors.* |
| *To stimulate participative and integrated management of coastal landscapes.* |
| *To raise awareness on the importance of a better balance between exploitation & preservation measures of the coastal heritage and landscape.* |
| *Promote future projects about landscape heritage management.* |
| *Stimulate political debate on coastal landscape management at regional and national level in order to show necessity for supporting actions.* |
| *Facilitate matchmaking between technical experts in innovative concepts and private companies or public authorities interested in investment and practical application.* |
| *Highlight the contribution of the INTERREG Europe programme to the managment of heritage in coastal landscapes.* |

## 2 Identification and analysis of stakeholders

| Organisation | Contact person | Preferable means of communication | | |
|---|---|---|---|---|
| | | Direct contact | Invitation of events | Distribution of newsletters |
| **No. 1 Formal Networks:  (having strong political mandate; heads/chairmen of international, national and regional networks)** | | | | |
| Tourist District "Molise Orientale" | Remo Di Giandomenico (President) | X | X | X |
| **N. 02 Italian Ministry (**Ministry of Environment and Protection Land and Sea and Ministry of assets and cultural activities and tourism **involved in enviromental and cultural issues ('influential staff ' = active and decisive persons at local and regional level)** | | | | |
| | Dott.ssa Maria Carmela Giarratano and Carlo Birozzi | | **X** | **X** |
| **No. 1 National Agency of the Tourism** | | | | |
| ENIT – National Agency of the Tourism | Anna Maria Pinna | | **X** | **X** |
| **N. 01 Local authorities ('influential staff ' = active and decisive persons at local and regional level)** | | | | |
| ARPA Molise (Regional Agency for Environmental Protection of Molise) | Remo Manoni | X | X | X |
| **No. 40 Municipalities that are part of Molise Oriental District** | | | | |
| | The respective Mayor | x | x | x |
| **No. 64 Private companies with strong interest about landscape management and affected by the related policies.** | | | | |
| | The managing represetantive | | x | x |
| **No. 1Research institutes** | | | | |

| University of Molise - Department of Biosciences and Territory | Rossano Pazzagli | | | |
|---|---|---|---|---|
| | | X | X | X |
| **No. 2 National Media (La Repubblica and La Stampa)** | | | | |
| | Daniele Vulpi | | | X |
| **No. 3 Regional Media:** Il Quotidiano Del Molise Italmedia Srl; Primo Piano Molise and Il Giornale del Molise.it | | | | |
| | Giulio Rocco, Luca Colella and Manuela Petescia | | X | X |
| **No. 3 Professional Magazines:** Le Scienze S.p.A.; National Geographic Italy and Regioni e Ambiente | | | | |
| | | | | X |
| **No. 5 NGO, Foundation, Association involved in cultural tourism issues:** LegAmbiente (onlus); World Wilde Fund for Nature – onlus (Italy); A.N.T.A. - National Association for Environmental Protection; M.A.N. Mediterranean Association for Nature and F.A.I. - Fund for the Italian Environment | | | | |
| | | | X | X |

Stakeholder influence (High / Low) vs Stakeholder interest (Low / High)

**High influence, Low interest:**
1) Local authorities
2) National authorities

**High influence, High interest:**
1) Research institutes
2) Formal networks

**Low influence, Low interest:**
1) Media (regional, national and professional magazines)

**Low influence, High interest:**
1) NGO, Foundation, Association
2) Private companies

# 3 Stakeholder group management

| Stakeholder WHO | Key Message WHAT | Engagement Activity HOW | Schedule WHEN | Communication Method | Responsible Person |
|---|---|---|---|---|---|
| **Local authorities** | We want to promote exchange of experiences about landcape heritage management with other countries | Involvement in local and international meetings | Every 6 months | e-mail, workshops, one-to-one meetings, phone conversations. | The head office of Molise Region responsible for the project |
| **Media (regional, national and professional magazines)** | That we are implementing HERICOAST project, news about project activities and results | Press conferences, press release, dissemination events | At least one time for year | e-mail, phone conversations, press release. | The communication expert involved into the project activities |
| **National authorities** | We want to raise thei attention about project topic and about succesfull experience of EU public funding management | Invitation to stakeholders group meetings | Every 6 months | e-mail, phone conversations. | The R.O.P. Managing authrity of Molise Region |

| | | | | | |
|---|---|---|---|---|---|
| **Research institutes** | We want to involve them in the project in order to have a scientific point of wiev | Involvement in the realization of the action plan of the project, participation in local and international events | During the whole project duration | e-mail, workshops, one-to-one meetings, phone conversations. | The Dedicate Department of Molise Region responsabile of the project thematic |
| **NGO, Foundation, Association** | News about project results achieved | Involvement in stakeholder group meetings | | e-mail | The head office of Molise Region responsible for the project |
| **Private companies** | Importance of connecting local development with respect of environmental assets | Involvement in stakeholder group meetings | Every 6 months | e-mail, phone conversations. | The head office of Molise Region responsible for the project |
| **Formal networks** | Importance of a bottom up approach for development of shared public policies about landscape management | Participation in all project activities | During the whole project duration | e-mail, workshops, one-to-one meetings, phone conversations. | The R.O.P. Managing authrity of Molise Region |
| **Digitalization for local population** | Digitization of the regional coastal heritage | Website production with interactive map | At the end of II semester | e-mail, on-line communication | The head office of Molise Region responsible for the project and communication expert involved into the |

| | | | | | project activities |
|---|---|---|---|---|---|
| | | | | | |

# 4 Evaluating strategy success

| Objective<br><br>*Defined in proccess 1 engagement objectives* | Outcome | Measurement Method | Target |
|---|---|---|---|
| *To foster knowledge exchange and policy learning on management of heritage in coastal landscapes among policy makers and private actors.* | | | |
| *To stimulate participative and integrated management of coastal landscapes.* | Increased participation of local and public actors in coastal landscape management through realization of a common local action plan | Number of actors providing support for development of lcoal action plan | 10 |
| *To raise awareness on the importance of a better balance between exploitation & preservation measures of the coastal heritage and landscape.* | Increased awareness of citizens on the topic. | Surveys | 300 |
| *Promote future projects about landscape heritage management.* | Project financed about Molise Region landscape heritage management | Data from ERDF managing authority | 4 |
| *Stimulate political debate on coastal landscape management at regional and national level in order to show necessity for supporting actions.* | Raised attention on project topic. | Number of local meetings. | 6 |
| *Facilitate matchmaking between technical experts in innovative concepts and private companies or public authorities interested in investment and practical application.* | Increased the number of innovative project about heritage coastal management. | Statistics from public bodies | 4 |

| | | | |
|---|---|---|---|
| *Highlight the contribution of the INTERREG Europe programme to the managment of heritage in coastal landscapes.* | Increased awareness of citizens on the importance of INTERREG europe programme. | Surveys | 300 |

# 5 Exploitation of results

| | |
|---|---|
| Economic Exploitation | The results of the project will be used by local stakeholders to promote coastal development. |
| Tourism Exploitation | The results of the project will be used to increase the number of touristic presence in Molise. |
| Heritage Exploitation | The results of the project will inform and raise awareness  on the Molise Region heritage. |
| Education Exploitation | The results of the project will be used to train managing authority of ERDF fund on succesful experience of landscape heriatge management. |
| Community Exploitation | The results of the project will raise awareness on the importance of landscape management to local community. |
| Cultural Exploitation | The results of the project will inform about cultural heritage linked with coastal landscapes- |
| Policy Exploitation | The results of the project will be used by the Molise Region ERDF Managing Authority to finance local projects and to improve the management of public funding. |