



HERICOAST

Management of heritage in coastal landscapes

PGI00031

Regional Action Plan

Regione Molise

Italy



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ENDORSEMENT OF THE ACTION PLAN

Last September 25, 2018 it took place a Regional Dissemination Event dedicated to the Action Plan from 10.45 am to 13 pm at the Higher Education Institution "Boccardi" of Termoli (CB) and led by Adolfo Colagiovanni, Hericoast Project Coordinator from Molise Region.

The aim of this meeting were the presentation of the regional Action Plan, its objectives and opportunities, to the stakeholders and the debate upon the actions outlined in it and on which of them should be implemented in the 2nd phase of the HERICOAST project.

Representatives from the following members and stakeholders attended the meeting:

- Mario Ialenti, Head of European Territorial Cooperation Office – Molise Region
- Mauro Di Muzio, Head of Soil Defense, State Property, Hydraulic and Maritime Works Office – Molise Region
- Anna Di Lallo, Head of Maritime, Port works Concessions Office – Molise Region
- Fausto Ricci, Head of Impact and Strategic Environmental Assessment Office - Molise Region
- Anna Maria Silvano, Head of Administrative Audits and Control Plans Office – Molise Region
- Remo Di Giandomenico from Azienda Autonoma di Soggiorno e Turismo di Termoli
- Angela Stanisci from University of Molise
- Maria Carla De Francesco from University of Molise
- Paola Cantelmi from Municipality of Campomarino
- Adolfo Colagiovanni, Luca Coromano and Alessia Finori project partners from Molise Region

The signed participant list can be found at the end of this page.

The meeting started at 10.45 am.

Mr. Adolfo Colagiovanni, Project Coordinator of Hericoast for Molise Region, opened the works of the meeting, providing a brief overview of the actions realized within this ending first phase of the project.

Then Mr. Mauro Di Muzio, Head of Molise Region - Soil Defense, State Property, Hydraulic and Maritime Works Office, stressed the necessity to promote a sustainable development for the region, especially for the targeted Nature 2000 sites.

Subsequently Mr. Remo Di Giandomenico, President of Azienda Autonoma di Soggiorno e Turismo of Termoli, presented to the students Molise Coast, in order to show them the opportunities, offered by this web portal, to discover the local coastal natural and cultural heritage and the dedicates policies through texts, pictures and videos.

Mrs. Angela Stanisci of University of Molise presented the regional Action Plan, developed in collaboration with Molise Region. She started illustrating the coastal landscape heritage (tangible and intangible) and the Adriatic ecosystem, stressing the opportunities offered by the Action Plan to improve the capacities of decision makers to manage the heritage in a sustainable way. She given the floor to Mrs. Maria Carla De Francesco who illustrated the following actions of the Plan:

- **ACTION 1 – Protection and conservation of coastal dune habitats**
- **ACTION 2 – Enhance the historical townscape and heritage sites**
- **ACTION 3 – Establish a new consortium managing Nature 2000 Network coastal sites**
- **ACTION 4 – Increasing digital and natural accessibility of the coastal landscape for tourists**

The participants showed their interest in the opportunity, offered by the meeting, to know about all activities realized within Hericoast project and to learn methods and policies of intervention listed in the Action Plan.

At the end of the meeting, Mr. Colagiovanni thanked everybody for taking part at the event and for the contributions provided.

The workshop ended at 13.00 p.m.

Follow pictures of the event, presence sheet and political act text approved.





HERICOAST - MANAGEMENT OF HERITAGE IN COASTAL LANDSCAPES

DISSEMINATION EVENT

Istituto di Istruzione Superiore Boccardi - Termoli (Cb)
25 SETTEMBRE 2018

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The regional Action Plan was adopted by the Regional Council on 18th of December 2018 with Regional Political Act n.576, as follows:

REGIONE MOLISE

GIUNTA REGIONALE

Seduta del 18-12-2018

DELIBERAZIONE N. 576

OGGETTO: PROGRAMMA INTERREG EUROPE 2014-2020 - PROGETTO HERICOAST: APPROVAZIONE ACTION PLAN

LA GIUNTA REGIONALE

Riunitasi il giorno diciotto del mese di Dicembre dell'anno duemiladiciotto nella sede dell'Ente con la presenza, come prevista dall'articolo 3 del proprio Regolamento interno di funzionamento, dei Signori:

N.	Cognome e Nome	Carica	Presente/Assente
1	TOMA DONATO	PRESIDENTE	Presente
2	COTUGNO VINCENZO	VICE PRESIDENTE	Presente
3	MAZZUTO LUIGI	ASSESSORE	Presente
4	CAVALIERE NICOLA	ASSESSORE	Presente
5	DI BAGGIO ROBERTO	ASSESSORE	Presente
6	NIRO VINCENZO	ASSESSORE	Presente

Non partecipa il SOTTOSEGRETARIO alla Presidenza della Giunta regionale PALLANTE QUINTINO

SEGRETARIO: VINCENZO ROSSI

VISTA la proposta di deliberazione n. 745 inoltrata dal SERVIZIO COMPETITIVITA' DEI SISTEMI PRODUTTIVI, SVILUPPO DELLE ATTIVITA' INDUSTRIALI, COMMERCIALI E ARTIGIANALI-COOPERAZIONE TERRITORIALI EUROPEA-POLITICHE DELLA CONCORRENZA, INTERNAZIONALIZZAZIONE DELLE IMPRESE E MARKETING TERRITORIALE;

PRESO ATTO del documento istruttorio ad essa allegato, concernente l'argomento in oggetto, che costituisce parte integrante e sostanziale della presente deliberazione;

PRESO ATTO, ai sensi dell'art. 7, comma 4, del Regolamento interno di questa Giunta:

lett. a): del parere, in ordine alla legittimità e alla regolarità tecnico-amministrativa del documento istruttorio, espresso dal Direttore del SERVIZIO COMPETITIVITA' DEI SISTEMI PRODUTTIVI, SVILUPPO DELLE ATTIVITA' INDUSTRIALI, COMMERCIALI E ARTIGIANALI-COOPERAZIONE TERRITORIALI EUROPEA-POLITICHE DELLA CONCORRENZA, INTERNAZIONALIZZAZIONE DELLE IMPRESE E MARKETING TERRITORIALE - GASPARE TOCCI, e della dichiarazione, in esso contenuta, in merito agli oneri finanziari dell'atto;

lett. c): del visto, del Direttore del I DIPARTIMENTO, di coerenza della proposta di deliberazione con gli indirizzi della politica regionale e gli obiettivi assegnati al Dipartimento medesimo e della proposta al PRESIDENTE TOMA DONATO d'invio del presente atto all'esame della Giunta regionale;

VISTA la legge regionale 23 marzo 2010 n. 10 e successive modifiche ed integrazioni, nonché la normativa attuativa della stessa;

VISTO il Regolamento interno di questa Giunta;

Con voto favorevole espresso all'unanimità dei presenti,

DELIBERA

1. di assumere le premesse quali parte integrante e sostanziale del presente provvedimento;
2. di approvare l'Action Plan redatto dall'Università degli Studi del Molise per il progetto Hericoast che allegato al presente provvedimento sotto la lettera A, ne costituisce parte integrante e sostanziale;

3. di riaffermare la piena condivisione dell'attualità e delle finalità del progetto Hericoast e l'importanza della partecipazione della Regione Molise alle attività previste, da svolgere in stretta collaborazione con gli altri partner di progetto;
4. di prendere atto delle attività svolte nella prima fase del progetto riconducibili al periodo 01-04-2016 – 30-09-2018, come da allegato B, parte integrante e sostanziale del presente provvedimento;
5. di demandare al Servizio Regionale Difesa del Suolo, Demanio, Opere Idrauliche e Marittime, Idrico Integrato l'attuazione operativa delle attività tecniche previste dal progetto per il periodo 01-10-2018 – 30-09-2020;
6. di confermare al Direttore del Servizio "Competitività dei sistemi produttivi, sviluppo delle attività industriali, commerciali e artigianali, cooperazione territoriale europea, politiche della concorrenza, internazionalizzazione delle imprese e marketing territoriale" la responsabilità del coordinamento, della *governance* generale e del monitoraggio del progetto;
7. di notificare il presente atto al Lead Partner del progetto Hericoast "VestAgder County Council" e al Servizio Regionale Difesa del Suolo, Demanio, Opere Idrauliche e Marittime, Idrico Integrato;
8. di assoggettare il presente atto agli obblighi di pubblicità, trasparenza e diffusione di informazioni, come stabilito dal D.Lgs. n. 33 del 14 marzo 2013 attraverso la pubblicazione sul portale della Regione Molise sezione trasparenza;
9. di non assoggettare il presente atto al controllo di regolarità amministrativa così come previsto al punto 6 della direttiva sul sistema dei controlli interni della Regione Molise, direttiva approvata con atto di Giunta Regionale n° 376 del 01.08.2014.

DOCUMENTO ISTRUTTORIO

OGGETTO: PROGRAMMA INTERREG EUROPE 2014-2020 - PROGETTO HERICOAST: APPROVAZIONE ACTION PLAN.

PREMESSO CHE

Il Parlamento e la Commissione Europea hanno approvato il Regolamento (UE) n. 1299 del 17 dicembre 2013 "recante disposizioni specifiche per il sostegno del Fondo europeo di sviluppo regionale all'obiettivo di cooperazione territoriale europea";

con decisione di esecuzione del 16 giugno 2014 n. 366 è stato approvato l'elenco dei programmi di cooperazione con indicazione del sostegno complessivo del Fondo europeo di sviluppo regionale per ciascun programma nell'ambito dell'obiettivo "cooperazione territoriale europea" per il periodo 2014 – 2020;

la Commissione ha provveduto a finanziare, tra gli altri, il programma di cooperazione interregionale INTERREG EUROPE;

la Regione Molise è territorio eleggibile del programma Interreg Europe;

in data 22 giugno 2015 è stata lanciata la I Call per la presentazione di proposte progettuali ordinarie, con scadenza fissata al 31 luglio 2015;

la Regione Molise ha partecipato a detta Call candidando una serie di proposte progettuali, tra le quali il progetto denominato Hericoast;

in data 30 marzo 2016 il Comitato di Sorveglianza del Programma Interreg Europe ha ammesso a finanziamento il progetto Hericoast;

CONSIDERATO che con Deliberazione di Giunta Regionale n. 218 del 17/05/2016 si è provveduto alla presa d'atto dell'approvazione del progetto HERICOAST;

RAVVISATO che con Determinazione del III Dipartimento n. 143 del 3-10-2017 è stato conferito all'Università degli Studi del Molise l'incarico di svolgimento delle attività tecniche di progetto come previsto da Application Form e come definito nella convenzione attuativa allegata al suddetto provvedimento;

PRESO ATTO che l'Università degli Studi del Molise con note acquisite al prot. regionale n. 116271/2018 del 12-09-2018 e n. 122325/2018 del 26-09-2018 ha trasmesso l'Action Plan e la relazione finale riguardo le attività tecniche svolte nell'ambito del progetto Hericoast;

CONSIDERATO che è stata data comunicazione e ampia divulgazione dell'Action Plan del progetto Hericoast sia in fase di stesura/implementazione che in fase di presentazione dello stesso agli stakeholder e ai servizi regionali competenti in materia, giuste note prot. n. 146375/2017, 872017/2018 e 117174/2018;

RITENUTO che il citato documento tecnico predisposto riporta le conoscenze acquisite attraverso la cooperazione con gli altri partner che possano essere valorizzate al fine di migliorare gli strumenti/programmi di politica regionale interessati dalle attività di progetto e lo stesso deve trovare attuazione sul piano regionale per cui è opportuno che le attività vengono incardinati nel Servizio competente in materia, fermo restando i compiti e funzioni dell'assistenza tecnica;

ATTESO pertanto dover provvedere alla formale approvazione dell'Action Plan per la trasmissione al Lead Partner del progetto e prevedere l'affidamento del progetto Hericoast al Servizio Difesa del Suolo, Demanio, Opere Idrauliche e Marittime, Idrico Integrato, competente in materia;

VISTI:

- il D. Lgs. 23/6/2011, n. 118 recante "Disposizioni in materia di armonizzazione dei sistemi contabili e degli schemi di bilancio delle Regioni, degli enti locali e dei loro organismi, a norma degli articoli 1 e 2 della legge 5 maggio 2009, n. 42";
- la Legge regionale n. 3 del 01 febbraio 2018 avente ad oggetto "Bilancio di previsione pluriennale della Regione Molise per il triennio 2018/2020";

RITENUTO di provvedere in merito;

TUTTO CIO' PREMESSO, SI PROPONE ALLA GIUNTA REGIONALE

1. di assumere le premesse quali parte integrante e sostanziale del presente provvedimento;
2. di approvare l'Action Plan redatto dall'Università degli Studi del Molise per il progetto Hericoast che allegato al presente provvedimento sotto la lettera A, ne costituisce parte integrante e sostanziale;
3. di riaffermare la piena condivisione dell'attualità e delle finalità del progetto Hericoast e l'importanza della partecipazione della Regione Molise alle attività previste, da svolgere in stretta collaborazione con gli altri partner di progetto;
4. di prendere atto delle attività svolte nella prima fase del progetto riconducibili al periodo 01-04-2016 – 30-09-2018, come da allegato B, parte integrante e sostanziale del presente provvedimento;
5. di demandare al Servizio Regionale Difesa del Suolo, Demanio, Opere Idrauliche e Marittime, Idrico Integrato l'attuazione operativa delle attività tecniche previste dal progetto per il periodo 01-10-2018 – 30-09-2020;
6. di confermare al Direttore del Servizio "Competitività dei sistemi produttivi, sviluppo delle attività industriali, commerciali e artigianali, cooperazione territoriale europea, politiche della concorrenza, internazionalizzazione delle imprese e marketing territoriale" la responsabilità del coordinamento, della *governance* generale e del monitoraggio del progetto;
7. di notificare il presente atto al Lead Partner del progetto Hericoast "VestAgder County Council" e al Servizio Regionale Difesa del Suolo, Demanio, Opere Idrauliche e Marittime, Idrico Integrato;
8. di assoggettare il presente atto agli obblighi di pubblicità, trasparenza e diffusione di informazioni, come stabilito dal D.Lgs. n. 33 del 14 marzo 2013 attraverso la pubblicazione sul portale della Regione Molise sezione trasparenza;

9. di non assoggettare il presente atto al controllo di regolarità amministrativa così come previsto al punto 6 della direttiva sul sistema dei controlli interni della Regione Molise, direttiva approvata con atto di Giunta Regionale n° 376 del 01.08.2014.

L'Istruttore/Responsabile d'Ufficio
MARIO IALENTI

SERVIZIO COMPETITIVITA' DEI SISTEMI PRODUTTIVI, SVILUPPO DELLE ATTIVITA' INDUSTRIALI,
COMMERCIALI E ARTIGIANALI- COOPERAZIONE TERRITORIALI EUROPEA- POLITICHE DELLA
CONCORRENZA, INTERNAZIONALIZZAZIONE DELLE IMPRESE E MARKETING TERRITORIALE

Il Direttore
GASPARE TOCCI

Il presente verbale, letto e approvato, viene sottoscritto come in appresso:

IL SEGRETARIO
VINCENZO ROSSI

IL PRESIDENTE
DONATO TOMA

Documento informatico sottoscritto con firma digitale ai sensi dell'Art.24 del D.Lgs. 07/03/2005, 82

The Regional Action Plan will be implemented by the ROP-ERDF 2014-2020 Managing Authority of Molise Region during the second phase of HERICOAST project.



HERICOAST ACTION PLAN

The HERICOAST project aims to improve the regional policies for heritage management in maritime and fluvial regions by facilitating policy learning and supporting exchange of experience, in line with the EC's advice on participatory governance of cultural heritage. A 3 steps interregional learning process is being applied. Namely:

- Identification and analysis of heritage and territorial situations
- Exchange of experience and good practice within heritage management
- Development of regional action plans through participatory involvement with stakeholders.



BACKGROUND

The Hericoast Project came about through an answer to a partner search made by Vest-Agder County Council by Molise Region to be involved as a partner in a new proposal under Interreg Europe, specific objective 4.1 focusing on 'exchange of experience between regional authorities and agencies on the preservation, development and exploitation of cultural heritage in remote and mountainous areas'. 2 representatives of Molise Region had also attended a pre meeting in Amsterdam on March 2015 in order to meet the future potential project partners and to discuss about the proposal draft. Molise Region is one of eight European partners.

These are

- Vest-Agder County Council, Norway (lead partner),
- Tulcea County Council, Romania
- Castilla y León Regional Government – Regional Ministry of Culture and Tourism, Spain
- Donegal County Council, Ireland
- Leartibai Development Agency, Spain
- Civilscape (technical partner)
- CLUE+ (research institute in Amsterdam with experience in developing a conceptual framework in relation to engagement of audiences)

During the project has been held a series of interregional partner workshops. These workshops have been themed and have succeeded in delivering informational discussion with the possibility to visit local case

studies. A toolbox has been formulated and contains six chapters that have been developed at the workshops and through circulation between partner groupings.

The chapters are

1. Taking a coastal heritage approach
2. Heritage in European costal and fluvial landscapes
3. Evidence-based, stakeholder-centred regional policy development
4. Public sector – administrations and politicians



5. Private sector – profit and non-profit

6. Integrated function of events.

In order to inform and direct the Hericoast project in each region, stakeholder groups have been brought together. The stakeholder group in Molise Region comprises:

- 1) University of Molise, Department of Biosciences and Territory, Research areas of Environmental Sciences, Tourism, Environmental Economy.
- 2) Azienda Autonoma di Soggiorno e Turismo di Termoli: public agency that promotes and implements events, shows and initiatives of tourist interest to improve the knowledge of Termoli city for tourists and citizens.
- 3) Molise Orientale Touristic District: the district is formed by 40 municipalities with the purpose of enhancing operators, agencies, associations and institutions responsible for the cultural resources management.
- 4) Urban Area of Termoli: group of coastal municipalities with the common mission of coastal development.
- 5) Coastal municipalities of Campomarino, Petacciato, Guglionesi, San Giacomo degli Schiavoni and Montenero di Bisaccia;
- 6) Private companies interested in the promotion and protection of coastal heritage like hotel and restaurants owners, travel and tourism operators.
- 7) Legambiente Molise: Nature and Environmental Protection NGO; Legambiente Molise is a local office that develops projects and events in Molise region for students and citizens.
- 8) Various departments of Molise Region had been involved throughout first project phase: tourism, environmental and cultural. The activities had been implemented in close cooperation with Managing Authority of ERDF 2014/2020 funds of Molise Region.

Regular meetings have facilitated updates from the Stakeholder group to invest in the project and advise the team members.



DIGITIZATION PROCESS

As part of the HERICOAST project Molise Region finalised a process of digitization of Molise coastal heritage in the digital heritage inventory Molise Coast. The digitalisation process arises from the need to analyse, catalogue and digitize the coastal heritage in order to proceed to its enhancement.

The methodology used for the mapping and description of the territory was based on direct meetings, interviews, exploratory walks in the municipalities of the Molise coast, integrated with scientific research (territorial analysis) and with the use of communication tools (video, story- telling).

Through the digitalization tangible and intangible coastal heritage information has been included in an online portal that combines a wealth of content to foster integrated communication with stakeholders and end users through a smartphone or POI.

The digitalisation process was finalised in cooperation with key stakeholder Molise Orientale Touristic District, supported by the Azienda Autonoma di Soggiorno e Turismo of Termoli and the Molise Region, with the sustain of a group of professionals and the active participation of the inhabitants of the coastal area.

POLICY BACKGROUND

Molise Region promotes the conservation of cultural heritage within its territory through the Regional Operational Programme 2014-2020, financed by ERDF. The objectives 5.2.1 and 5.1.1. of axis 5 “environment, tourism and culture”, 6c priority, are to improve the preservation and promotion of cultural and natural heritage in areas of strategic relevance by enhancing systemic and integrated resources and territorial jurisdictions.

MOLISE REGION ACTION PLAN

The Action Plan has been formulated by Molise Region following the methodology established by the Hericoast project:

- Detailed territorial analysis of Molise coastline and rural landscape;
- Detailed analysis of the cultural and natural heritage and digitalization of the sites identified;
- Detailed examination of the policy instrument and of other potential financial instruments;
- Development of a regional stakeholder strategy;
- Field visits to partner regions;



- Discussion on the good practices coming from the partner countries about the potential replication at regional level;
- Regular meetings and discussions among local stakeholders either in a group format or individually and different Molise Region departments and feedback on the development of the project;
- Close cooperation among Molise Region and University of Molise experts in order to draft action plan;
- Meetings and regular communications with Urban Are of Termoli Managing Authority in order to discuss impact of HERICOAST project on the activities planned by the Urban Strategy;
- Feedback from Stakeholders and lead partner and finalisation of the Action Plan.

OBJECTIVES OF ACTION PLAN

The main objectives of the Action Plan are:

on local level (objective 1):

- To improve management of ROP through development and implementation of local projects for preservation of the Natura 2000 network and of the cultural heritage of Molise region.

on the regional level (objective 2):

- to improve the management of ROP through improved governance based on development of new governance network and system for enhanced communication with end users.

OBJECTIVE 1

Objective - To improve management of ROP through development and implementation of local projects for preservation of the Natura 2000 network and of the cultural heritage of Molise region.

Action 1 - to protect and exploit the coastal dune habitats, mitigating the anthropic impacts (local natural heritage);
Action 2 - to preserve the historic centre of Guglionesi and San Giacomo degli Schiavoni and to establish a Museum of Contemporary Art in Termoli (local cultural heritage).

Influenced by: the following good practices identified through the project:
Action 1: 'Good practice on municipal planning and involvement in Agder' (Vest Agder County Council) ; 'Seascape Character Assessment' (Donegal County Council) .
Action 2: 'Territorial economic management model for public private collaboration' (Spain); 'Heritage Building Casa Avramide' (Tulcea County Council).

Governance - ROP ERDF 2014/2020

OBJECTIVE 2

Objective 2 - to improve the management of ROP through improved governance based on development of new governance network and system for enhanced communication with end users.

Action 3 - Establishment of a Public Consortium among Molise Region and local public body for Natura 2000 network sites management and territorial valorization.

Action 4 - Increasing digital and natural accessibility of the coastal landscape for tourists

Influenced by the following good practices influenced by the project:

Action 3 - 'Plan of the Cultural Heritage of Castilla y León region' (Spain)

Action 4 - practice 'Castilian Waterway-Transformation of the waterway and former flour factory' (Spain) ; Coastlight – digital dissemination of coastal landscape (Norway).

Governance: ROP ERDF 2014/2020 Molise Region



Annex 1 – Action plan template

Part I – General information

Project: HERICOAST - Management of heritage in coastal landscapes

Partner organisation: Molise Region

Other partner organisations involved (if relevant): _____

Country: Italy

NUTS2 region: Molise

Contact person: Adolfo Fabrizio Colagiovanni

email address: acolagiovanni.cte@regione.molise.it

phone number: +390874429782

Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
 - European Territorial Cooperation programme
 - Other regional development policy instrument

Name of the policy instrument addressed: Regional Operational Programme ERDF/ESF of Molise 2014/2020



Part III – Details of the actions envisaged

ACTION 1 – Protection and conservation of coastal dune habitats

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The envisaged action takes inspiration from the good practice ‘Good practice on municipal planning and involvement in Agder’ in order to facilitate sustainable exploitation of coastal areas. Agder, with 90% of the population living nearby the coast, is one of the most popular regions for domestic tourism there is a huge pressure for exploitation of the seaside areas for housing and tourism purposes. The Molise coast presents a similar condition, with a considerable impact on natural environments by tourism and economic activities. In order to improve involvement of local communities and stimulate sustainable management of heritage the National Directorate for Cultural Heritage (Norway) has launched a national programme for local heritage plans.

The Molise region is improving a public planning system to better allocated a public grant for protection and conservation of coastal dune habitats as for good practice ‘Good practice on municipal planning and involvement in Agder’, in order to mitigate the anthropic impacts and to harmonize the economic activities with environmental protection requirements. The dune habitats represent a naturalistic heritage with an economic value in terms of tourist attractiveness and the well-preserved environmental conditions guarantees the presence of various tourist targets in the various seasons, not only in summer. Following the good practice the Molise region wants to use the full potential of natural heritage as a resource for development of territory.

Moreover, the action following the good practice ‘Seascape Character Assessment’ (Ireland) to collate data to inform analysis of the marine and coastal environment. Also for Ireland, the Molise region needs to recognizing a naturalistic dataset to structure a recovery plan for natural habitats and to intervene with concrete works. The practice was implemented by digital collation of data; extensive field studies; digital public consultation; public participation workshops; stakeholder and elected members consultation; literary research. Similarly, the Molise region, in collaboration with technical-scientific stakeholder intends to have a knowledge of the territory that allows it to also structure a coastal management plan.

Following both good practices the Molise region wants to combine actions on visitor management with knowledge base/monitoring of assets.



2. **Action** (please list and describe the actions to be implemented)

This action wants to exploit and preserve the natural heritage of Molise coast. The regional coastal landscape is characterized by dune habitats with Mediterranean floro-faunistic species, pine forests and juniper maquis of EC interest (EC Directive 92/43/CEE). Coastal dunes are among the most valuable ecosystems thanks to the presence of a high specialized fauna and flora. Moreover, due to their unique position between land and sea, coastal dunes provide important ecosystem services, such as coastal protection, erosion control, tourism attraction, recreation, education and research opportunities.

Mediterranean coastal ecosystems are extremely vulnerable and threatened by both erosion and increasing human pressure.

From north to south the Molise coastline shows the sandy beaches large from a few tens of meters up to a maximum of about two hundred meters, delimited towards the interior by dunes, or in direct contact with the built environment and seaside touristic facilities. Moreover, the Molise coast is home of considerable natural value areas. With 18 habitats of EC interest and 3 Sites of European Community Interest (S.C.I.'s: IT7228221 Foce Trigno - Marina di Petacciato, IT7222216 Foce Biferno - Litorale di Campomarino, IT7222217 Foce Saccione – Bonifica Ramitelli), it is one of the most important Italian Adriatic areas for biodiversity of sandy ecosystems.

The most of the threats occurring along the coastline are:

- the presence of exotic invasive species that cause the soil alteration and impoverishment of the native floristic composition, reducing the efficacy in protecting from erosion and salt spray;
- the touristic impact along the dune habitats specifically in summer, causing damage and levelling of the dunes;
- lack of natural shelters for EU native species that causes deterioration of the shelters and of the foraging habitats;
- the decline of landscape and seascape quality.

The conservation actions are important to preserve the natural heritage of Molise coast and to recover the native vegetation. Nevertheless, this valuable natural heritage is important to convey a greater number of tourists who want to visit places of high naturalistic value close to urban centres, such as the municipality of Termoli. So, the following activities will be implemented:

- o Recovering of dune habitats in SCI IT7222216 'Foce Biferno - Litorale di Campomarino', and SCI IT7222217 'Foce Saccione - Bonifica Ramitelli' and Litorale nord of Termoli Municipality.



- o Protection of dune habitat with boardwalks and poles and separating cords.
- o Closing of unauthorized access to the sandy beaches.
- o Increasing of public awareness on sustainable use of beaches and dune environments.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Urban Area of Termoli: as managing authority of the Urban Area Strategy, they will be in charge of launching a call for the implementation of the activities planned.

Molise Region ERDF/ESF 2014/2020 Managing Authority: they are in charge of supervising the implementation of the Urban Area Actions.

University of Molise: as Technical-Scientific Authority, they will provide scientific knowledge for the realization of the actions.

4. **Timeframe**

From 2018 to 2020.

5. **Costs** (if relevant)

Financial allocation: € 4,236,040 of which € 1,000,000.00 for the urban area of Termoli for the realization of the following interventions:

- 1) Recovery and enhancement of the southern coastline "Riovivo - Termoli" (Site of Community Importance IT 7222216 Foce del Biferno (€ 377.967,00);
- 2) Boardwalk extension of the Municipality of Campomarino (€ 615.626,00).

6. **Funding sources** (if relevant):

ROP ERDF/ESF 2014/2020 of Molise Region Measure 5.1.1 – Interventions for the protection and enhancement of natural area attractions of strategic importance (protected areas in terrestrial and marine environments, protected landscapes) as to consolidate and promote the process of development.



ACTION 2 - Enhance the historical townscape and heritage sites

7. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The action takes inspiration from the best practices 'Territorial economic management model for public private collaboration' (Leartibai Development Agency) and 'Heritage Building Casa Avramide' (Tulcea County Council).

The tourism plan for the Basque Coast was designed and Basquetour the Basque Tourism Agency, in charge of the deployment of the plan, defined a dynamic approach to enhance the coordination between tourism sector and territorial stakeholders. 179 companies from the Basque Coast are represented in the management processes.

The Avramide House is more than an important heritage building in the Tulcea community, it is a central point around which orbits the most interesting and dynamic cultural events that attract both spectators and art lovers of all generations. This good practice could be used to address the recovering and preservation of ancient historical building and town centre for implementing the tourism policies, as for "Casa Avramide".

These good practices were chosen to develop a strategy to achieve a long-term economic sustainability of cultural heritage in collaboration with local population, ong association and private touristic agencies. After recovering of historical centre or establishment of a cultural Museum, it is necessary to enhance a 'cultural management' through organization of cultural event to make classical arts accessible to all and in every seasons. Moreover, the collaboration with local association may permit to support the local administration in the management of musical events, painting exhibitions, theatre and other cultural events; the territorial promotion may be an important support for the economic management of cultural buildings.

The public budget investment in cultural heritage, that is a 'Museum of Contemporary Art' and a 'recovering of an ancient Roman building' represent a contribute to create jobs related to conservation of heritage and related to touristic services. The preservation of historic centre of Guglionesi can permit to increase the urban liveability, creating new business opportunities for local entrepreneurs and new jobs for people with different levels of education. The Molise region, in collaboration with local stakeholders identified by HERICOAST projects, that is Molise Orientale Touristic District and the Azienda Autonoma di Soggiorno e Turismo of Termoli wants to enhance cultural and historical heritage for increase to economic value of territory, developing the regional and interregional tourism.

8. Action (please list and describe the actions to be implemented)

The context is characterized by coastal areas with a high summer beach tourism (in June, July, August) and by hinterland areas rich of cultural and naturalistic heritage almost unknown to tourists or citizens. That tangible and intangible heritage can be considered as a driver for the tourist attraction. Anyway, the availability of that heritage in itself does not seem a sufficient condition to attract an adequate number of visitors, producing wealth from the economic point of view. Indeed, improving the knowledge of heritage is necessary to increase the attractiveness to tourists, to develop an adequate tourism market segmentation and to enable the development of promotion and awareness campaigns on different target stakeholders, as for good practice practices 'Territorial economic management model for public private collaboration' whit Municipalities involved and private activities in the territory. Moreover, the strengthening of the sense of belonging and cultural roots, may help to increase the opportunities to promote the cultural and naturalistic heritage as a driver for the tourist attraction. Furthermore, that promotion may enhance the tourist flow in Molise coast in every season.

As for good practice 'Avramide House' the Molise region would to implement the following actions, that consist in the recovering and preservation of heritage buildings to enhance the cultural activities:

- Recovering of an ancient Roman building in San Giacomo degli Schiavoni Municipality
- Preservation of historic centre of Guglionesi

Moreover, as for good practice 'Heritage Building Casa Avramide' (Tulcea County Council). , the Municipality of Termoli would establish a cultural museum to preserve a cultural heritage of local artists and painters in order to develop a cultural sustainable tourism.

- Establishment of a 'Museum of Contemporary Art' at Termoli Municipality

9. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The action will be carry out by Molise Region (Competent Authority for funding sources) in collaboration with the Municipalities of Termoli, San Giacomo degli Schiavoni, Guglionesi (Urban Area Strategy) involved in the realization of activities. Moreover, were involved in the executive planning phase the Soprintendenza dei Beni Culturali Molise as Competent Authority for Cultural Heritage and University of Molise as Technical-Scientific Authority in Sustainable Tourism.

10. Timeframe

From 2018 to 2020.



11. **Costs** (if relevant)

€ 7.413.070,00 of which € 1.000.000,00 for the urban area of Termoli for the realization of the following interventions:

- 1) Recovery and enhancement of the southern coastline "Riovivo - Termoli" (Site of Community Importance IT 7222216 Foce del Biferno (€ 377.967,00);
- 2) Boardwalk extension of the Municipality of Campomarino (€ 615.626,00).
 - 1) Restoration and conservative restoration of the Swabian Castle of Termoli (€ 400,000.00)
 - 2) Museum of the sea in the land of Frentani and literary café (former prison of Termoli), € 450,000.00;
 - 3) Protection and enhancement of the archaeological area of San Giacomo degli Schiavoni € 115,000.00;
 - 4) Multipurpose cultural center of Guglionesi (€ 80,000.00).

12. **Funding sources** (if relevant):

ROP ERDF/ESF 2014/2020 of Molise Region Measure 5.2.1: Intervention for the protection and enhancement of cultural heritage, tangible and intangible, in the areas of attraction of strategic importance such as to consolidate and promote the development process.

ACTION 3 - Establish a new consortium managing Nature 2000 Network coastal sites

13. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The good practice 'Plan of the Cultural Heritage of Castilla y León region' (Spain) was chosen for this action because represents an open and cross Plan that integrates a current perception of cultural assets and the progressive participation of civil society for a sustainable management. Its proposals are guidelines for action, not only for the public administration but also for the stakeholders such as institutions, entities and agents involved in heritage management.

In Molise coast the preservation of naturalistic heritage needs a common management plan of all coastal naturalistic sites in collaboration with public/private scientific institution for environmental conservation. Following the good practice, the Molise region (Biodiversity and Nature 2000 Network offices) intends to create a management consortium that can manage the activities to be carried out in coastal protected areas and that can help local authorities to pursue sustainable economic



development.

14. Action (please list and describe the actions to be implemented)

To ensure a preservation of EU habitats and species in the protected areas of Molise coast it is necessary the management and the promotion of Natura 2000 network. The local administrations that present in their territories the Natura 2000 sites are interested to realize a network to manage and promote the naturalistic areas, in collaboration with scientific stakeholders, that is University of Molise, Regional Agency of Territorial Protection, Zooprofilattico Institute and others. Indeed, there is an urgent need to harmonize the presence of touristic and economic activities with the preservation of EC habitats and species in the Natura 2000 network. Moreover, there is a need to improve the ability of local coastal municipalities to plan and submit project proposals for financing the management and the promotion of these sites.

The following activities are planned:

- o Signature of Memorandum of Understanding (MoU) among Molise coastal Municipalities of Montenero di Bisaccia, Petacciato, and Campomarino.
- o Signature of consortium among Molise Region and local administrations for institution of 'Managing Public Bodies' for SCI's 'IT7228221 Foce Trigno - Marina di Petacciato' IT7222216 'Foce Biferno - Litorale di Campomarino', and IT7222217 'Foce Saccione - Bonifica Ramitelli'.
- o Final approval of Management Plans of SCI's 'IT7228221 Foce Trigno - Marina di Petacciato' IT7222216 'Foce Biferno - Litorale di Campomarino', and IT7222217 'Foce Saccione - Bonifica Ramitelli' by Molise Region.

Moreover, the Molise Region would to improve the governance policies supporting an issue and persuading the decision makers on how to act in order to support that issue, in this case protection and sustainable development of coastal areas in the Molise Region.

- o Advocacy and Lobbying activities for a participatory management
- o Signature of 'Coast contract' among Molise Region, coastal Municipalities of Montenero di Bisaccia, Petacciato, Termoli and Campomarino and other stakeholders for integrated management of coasts and river mouths.

15. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

The action will be carry out by Molise Region as Competent Authority of Nature 2000 Network sites



Management, in collaboration with local administrative bodies Montenero di Bisaccia, Petacciato, Termoli and Campomarino Municipalities involved in the realization of management activities in the coastal territory. The University of Molise is involved as Technical-Scientific Authority for conservation and preservation of EU habitats and species.

16. Timeframe

18 months, deadline March 2020.

17. Costs (if relevant)

No costs envisaged

18. Funding sources (if relevant):

Not relevant.

ACTION 4 - Increasing digital and natural accessibility of the coastal landscape for tourists

19. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The good practice 'Castilian Waterway-Transformation of the waterway and former flour factory' (Spain) showed the transformation of the Castilla waterway used cultural heritage as a driver for a wider process, which used the existing asset (the waterway) to provide public access for leisure and recreation activities. The transformation process was a seed investment for new touristic activities and products. The Molise region, following this good practise, wants use the cyclo-pedestrian track as a driver for the valorization of natural and cultural heritage. The Castile waterway has been used to promote sustainable cultural tourism with the celebrations of different leisure activities inside and outside the water. The Molise region would to use the cyclo-pedestrian track to connect to nearby region (Abruzzo and Apulia) joining a sustainable tourism context much broader that comes from northern Europe and increasing the accessibility of the coastal landscape. As in good practice also in Molise we expect the creation of a tourist circuit that leads to cultural and natural places in the immediate hinterland.

Coastlight – digital dissemination of coastal landscape (Norway): The Lindesnes Lighthouse Museum developed Coastlight.net as a website that tells about the maritime history through films, photos and texts. The stories are linked to their geographical position with digital maps. Molise region is going to develop a touristic website that can enhance the natural and cultural heritage,



and supporting the sustainable economic activities and promoting the typical local products, local craftsmanship, and local reception facilities

20. Action (please list and describe the actions to be implemented)

The Molise region is economically focused on improving accessibility to natural and cultural areas along coastal landscapes, being an important factor for regional and local economic development. A sustainable promotion of the local heritage through a slow tourism is the key to enhance economic activities and protect the environment concurrently. The presence of the cycle paths guarantees the attendance of citizens and tourists in every season and the opportunity for several reception facilities to stay open all year. In this moment the Molise region is cut off by a slow tourism circuit that stops in Abruzzo (in the north) and resumes in Apulia (in the south) due to the lack of cycling facilities and digital supports that improve the accessibility of tourists. This slow tourist activity enhances the enjoyment of important naturalistic and cultural heritage along Molise coast also for local citizens in order to increase the cultural identity of the population.

The following actions will be implemented:

- Creation of the cycle-pedestrian track from Petacciato to Termoli and to Campomarino in connection of nearby region Abruzzo (northern) and Apulia (southern).
- Promotion of heritage in the 'Costa dei Delfini' network through web site where touristic and accommodation information are included with booking service in Municipalities of Termoli, Campomarino, Guglionesi, and San Giacomo degli Schiavoni.
- Enhancement of cultural and naturalistic heritage of Molise coast.

21. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Area Urbana di Termoli (Urban Area Strategy) will be involved for the funding source; the activities will be realized by Municipalities of Petacciato, Campomarino, Termoli, Guglionesi, and San Giacomo degli Schiavoni, local administration bodies, in collaboration with stakeholders Molise Orientale Touristic District and the Azienda Autonoma di Soggiorno e Turismo of Termoli.

22. Timeframe

From 2018 to 2020, 2 years.



23. Costs (if relevant)

739.000,00 EUR for tourism promotion activities

333.333,33 EUR for cycle-pedestrian track

24. Funding sources (if relevant):

ROP ERDF/ESF 2014/2020 of Molise Region Measure 5.3.1 Support for the integrated use of cultural and natural resources and promotion of tourist destinations

ROP ERDF/ESF 2014/2020 of Molise Region Measure 4.4.3 Development of the infrastructures necessary to use the vehicle with low environmental impact also through charging hub initiatives