MedStrategy Project - Integrated Strategy for Sustainable Development of Mediterranean Rural Areas

Project reference no.: 2G-MED09-282

The participation process for defining shared activities
Project Partners/Partners involved in the project

Intermunicipal Consortium Tindari Nebrodi, Patti (ME) - Italy
ANCi Sicilia (National Association of Sicilian Municipalities), Palermo (PA) - Italy
Municipality Archanon - Asterousion, Crete - Greece
CRES – Centre for Renewable Energy Sources and Saving, Pikermi - Greece
Province of Teruel, Aragona - Spain
Foundation for the Social Development, Zaragoza - Spain
Pembroke Local Council (Malta)
MedStrategy is a project financed through the EU MED Programme. The project involved some rural territories of the Mediterranean area, in Italy, Spain, Greece and Malta. The MED programme is a transnational programme of European territorial cooperation, set up in the new programme period of the Structural Funds 2007-2013. It has the aim to stimulate cooperation between territories to transform the space into a Mediterranean region internationally competitive, to ensure growth and employment for the future generations, to support territorial cohesion and actively contribute to environmental protection in a logic of sustainable development.

The project is aimed at improving and addressing the local policies in the rural Med areas towards new model of territorial governance in able to ensure the involvement of the local communities in the drawing up of Operative Plans and in the implementation of innovative interventions according to a shared vision of local development.

The involved areas were: the territory of Tindari-Nebrodi including 16 Municipalities in the Province of Messina (Sicily); the territory of Archanon- Asterousion Municipality including 59 communities in the Prefecture of Heraklion (Crete); the province of Teruel in Aragon (Spain); the territory around Pembroke which was the “project leader” for the Majjstral Local Council including 13 Municipalities in the District of Northern Harbour (Malta Majjstral).

The objectives/aims of the project:
- The integration of economic, social, environmental dimensions of sustainability in the analysis of the territorial contexts;
- The development of integrated & shared strategies and actions through the engagement of local communities for the innovation of the governance in the territorial services;
- The identification of local synergies and the creation of a trasnational network between the rural Med areas.

Preface/Introduction
For the implementation of the Medstrategy project, in each territorial context, it was started a participation process. The organization of the participation process followed the instructions included in the “Guidelines for the organization of the participation process” realized by ANCI Sicily and the instructions included in the “EASW Guidance” realized by Archanon - Asterousion Municipality, Crete.

In the Intermunicipal Consortium Tindari-Nebrodi, the participation activities allowed to define a “Local Pilot Operative Plan for tourism and for the promotion of the territory”, based on a shared idea of local sustainability development, that identifies integrated strategies, objectives and target interventions to promote and improve the local tourist offer.
In the Intermunicipal Consortium Tindari-Nebrodi, before the start up of the participation process, 4 preliminary meetings were organized: these meetings were aimed at collecting questions and suggestions about the project proposal.

20th April 2011 – Head office of Consortium Tindari - Nebrodi, Patti (ME)
21st October 2011 – Municipality of Ficarra
27th October 2011 – Municipality of S. Piero Patti
28th October 2011 – Municipality of Basicò
In the preliminary meeting with the Local Representatives of the Municipalities of Consortium Tindari – Nebrodi, it was decided to work on the theme of the “enjoyment of the territory and of the tourist offer”. The other preliminary meetings with the local communities were aimed at promoting greater involvement of stakeholders in the participation activities, checking the choice of the theme indicated by the political leadership.
Forum meetings

The participation activities were organized in 6 meetings according the following schedule:

- **Start-up of the participation process - Patti, 13th December 2011**
  Presentation of MedStrategy project and establishment of Forum

- **I EASW meeting - Patti, 17th January 2012**
  Building of a shared “Common Vision” (general objectives)

- **II EASW meeting - Patti, 31st January 2012**
  Elaborations of ideas

- **IV Forum - Patti, 21st March 2012**
  Elaboration of the Local Pilot Operative Plan and identification of the “Prior Interventions”

- **V Forum - Patti, 17th April 2012**
  Identification of the “Key Interventions”

- **VI Forum - Patti, 31rd May 2012**
  Approval of the Local Pilot Operative Plan and of the Key Interventions
The identification of the stakeholders (institutional, economic, social, tecnicians, etc..) was carried out in order to involve the local actors more active that know the problems of the territory and that have experiences and knowledge useful to formulate proposals and ideas. Around 90 people, public and private stakeholders, attended the meetings including politicians, administrators, members of cultural and environmental associations, employees of the offices for the tourism promotion, experts and technicians and entrepreneurs who mainly operate in the tourist sector and in the promotion and valorization of the cultural and environmental resources, that worked together and were engaged to build a shared vision of the local development aimed at starting up a new model of governance for the management of local tourism supply. The meetings were managed according to consolidated facilitation techniques (EASW methodology) and divided into “Plenary sessions” and “Group sessions” (“Role Group” and “Thematic Group”).
The first meeting aimed at describing the aims and activities, of the MedStrategy Project, collecting the adhesions to the Forum, defining the rules and organization of the meetings. Were discussed in particular the results of the diagnostic report of the territory of the Consortium Tindari Nebrodi and the Success Case Studies on the issue of governance, selected by the Experts Board appointed by the project partners.

List of the selected Success Case Studies

1. “Rural Multiservice Network” formula (Aragón, Spain)
2. Val di Cornia: a new experience of cultural and touristic services (Tuscany region, Italy)
3. Regio Nord, a governance experience of public services (Emilia Romagna, Italy)
4. Increasing public participation through access to information (Malta)
5. Energy savings from intelligent metering and behavioral change of the citizens (Amaroussion, Greece)
Medstrategy Project
Una strategia integrata per lo sviluppo sostenibile delle aree rurali

Risorse locali: opportunità di sviluppo
Avvio del processo partecipato per la definizione di azioni condivise

Patti - Municipio di Piazza Sciaccia
13 dicembre 2011 - ore 15.00

Agenda del Forum:
15:00 Registrazione dei partecipanti
15:30 Saluti
N. Raffo, Sindaco di Patti
15:40 Presentazione del progetto
Franco Ammdeo Lopes, Presidente Consorzio Tindari-Nebridri
Mario Barmo, Segretario, ANCI Sicilia
Francesco Albera, Amministratore Delegato, CIT Piana di Marzamemi
16:10 Il progetto MedStrategy: obiettivi e risultati
Carlo Sardone, Direttore, Consorzio Tindari-Nebridri
16:40 Calendario: presentazione di "Rete Pratiche"
Marino Altamuro, Università Palermo Dip. Scienze Statistiche - ANCI Sicilia
17:10 I Drecci turistici ed i Piani di Sviluppo Turistico in Sicilia
Bruno De Vita, Assessorato Turismo, Regione Sicilia
17:30 I Piani Strategici
Piero Barbera, Avv. Presidente, Regione Sicilia - Consul. Piani Strategici
17:50 Il processo partecipato del progetto MedStrategy
Desiderio Kartaladis, Consorzio Tindari-Nebridri
Luciano De Caro, ANCI Sicilia
18:20 Discussione
19:00 Apertivo

Con il supporto del Programma MED dell’Unione Europea

MODULO DI ADESIONE

Ente / Organizzazione di appartenenza:
Categoría di appartenenza (indicare con una X)
- Aziende agricole ed agro-turistiche
- Aziende artigiane
- Ordini e associazioni professionali
- Assosiazioni ambientaliste
- Circoli ed associazioni culturali
- Amministrazioni e Enti Pubblici
- Sindacati
- Altre (specificare)

Indirizzo:
Tel.: Fax:
E-mail:

Nome e Cognome del partecipante:
Ruolo all’interno dell’ente / Professione:

Indirizzo:
Tel.: Fax:
E-mail:

Data ___________ Firma ___________

Ai sensi dell’art.12 della L.675/1996 informiamo che i dati richiesti sono inseriti nella banca dati del Consorzio Intermunicipale Tindari Nebandrai.
The first two meetings of the Forum were organized according to the methodology EASW ® (European Awareness Scenario Workshop), the methodology adopted and promoted by the European Commission’s Innovation Programme with the aim to promote discussion and exchange of information between the participants, encouraging local actors in the search for practical solutions to existing problems in order to ensure a sustainable social and economic development.

The scenario workshop EASW ® foresees, in the first part, the construction of a future common vision, in order to provide participants the starting point on which to implement the proposals in the next phase of the participation process within the thematic groups.

A working paper, named “Scenario Zero” was distributed to all participants. It describes, through synthetic indicators the current status regarding the tourist sector in the territory of the Consortium Tindari – Nebrodi.

After the plenary session, participants were divided into 4 role groups and were invited to work in 4 parallel sessions. The activities of each group were supported by the facilitators, with the aim to involve actively the participants in the definition of their own “negative” and “positive” vision in relation to the 4 thematic areas identified.

Then, these visions were compared and synthesized into a single “Common Vision”.

I EASW meeting 17th January 2012
Building of a shared “Common Vision”
Thematic Areas

A  Innovation processes for local development
B  Territorial cooperation and cohesion
C  Integration of economic sectors
D  Competitiveness and territorial marketing

Role Group

- Politicians and Administrators
- Experts and Technicians
- Private sectors/Entrepreneurs
- Civil Society
**Innovation processes for local development**

Innovation in the economic development of a territory has been for a long time object of empirical and theoretical analysis which recognized its central role in detecting policies and actions. In this context the discussion should be focused on the interaction between research and local productive systems, on the ability of the small and medium-sized enterprises to introduce innovation in their production, on the need to innovate services in the tertiary sector, on the transfer of knowledge for human capital, etc. The theme looks therefore to innovation in its general meaning - therefore technological, economic, organizational, market innovation - as well as to the ability of the public system to innovate its own organizational structure for improving local development. The objective of the group work will be to outline scenarios and to determine actions “using” innovation, introducing innovative approaches or determining new management models for the existing tools with the purpose to assure a new territorial governance through innovative processes.

**Territorial cooperation and cohesion**

Territorial cooperation is the search and promotion of joined solutions to common problems among public administrations, among private organisations, among public and private sectors, in the fields of urban development, rural development, creation of economic relationships and networks of SMEs, etc. Cooperation is moreover addressed toward research and technological development, the information society, the environment, the prevention of risks, the integrated management of resources. The theme is besides connected to ‘cohesion’, as defined by the European Union, as promotion of a balanced, harmonious and sustainable development of the local community, with the purpose to reduce its disparities. This theme will therefore stimulate in the group reflections and proposals on the possibilities to activate collaborations, partnership, projects that jointly involve the public sector, the private sector or both, so that to promote together its development.
**Integration of economic sectors**

This theme concerns actions for a greater and more careful involvement of enterprises / bodies / organizations belonging to different sectors from that of reference. Within the working group, deepening the existing interconnections with sectors “connected” to that of reference (i.e. involved in direct or indirect way by the action that you want to undertake in the chosen sector) can be useful above all with the purpose to promote, to structure and to propose, inter-sectorial collaborations, integrated development models and effective actions taking into consideration the existing interconnections among the different economic sectors of the territory.

**Competitiveness and territorial marketing**

Competitiveness, within the objectives of macroeconomic development, is generally defined as the ability to improve the productivity of a territory, the ability to produce goods and services which meet the international market demand, guaranteeing better life conditions, higher employment rates and increased wealth. The Reports on economic and social cohesion of the European Committee (from 2004 to 2010) define territorial competitiveness as “the ability to anticipate and to promote changes”. It is therefore interpreted as the level of territorial dynamism and its ability to react at the right moment to the new global challenges (in international contexts that always ask for new abilities and strategies of growth). Territories have therefore asked to strengthen their competitiveness and ‘appeal’, taking however into consideration the existing economic, social and territorial disparities. This theme, even if already discussed in participated planning or in promotional plans of many territories in the past, has always new food for thought both with reference to strategies for territorial competitiveness and with reference to the correct analysis of the territorial needs, the study of the strength / weakness points of the local systems, the ability to correctly organize the “production factors”, the perception that non-residents have of a territory, the need to create a unique image, etc. The thematic group will work on the close examination of these themes and on the elaboration of actions that mostly makes territory competitive in the selected sector.
Innovation processes for local development

- A1. Improving the way of processing territorial plans by Local Authorities take into account the contribution of citizens and local actors (entrepreneurs and technicians) through the start up of the participation processes based on a “bottom-up approach”; adapting Territorial Planning tools to a common vision of sustainable development based on the valorisation of the local resources (natural and cultural resources and traditional handicraft products and food).
- A2. Adapting the tourist services to the European standards, through the introduction of high technology services in order to reduce the digital-device (eg Wi-Fi Free in the public areas).
- A3. Improving the quality level of the tourist accommodations, defining protocols and “marks” for the activities and ensuring minimum standards of efficiency (eg. appropriate facilities for disabled people); improving the professional skills of the tourist operators (accommodation and catering) through training and retraining courses aimed in particular at the knowledge of languages and at the use of information technology.
- A4. Improving the organization and management of the tourism offer through a collaboration between public and private actors and the start up of courses aimed at the training of experts in web site management (with multilingual interface). Creating a new “Design of integrated tourist routes” (cultural, gastronomic, sport, environmental, etc...) capable to use internet services and to offer services such as for example “Trip-advisor” for the location of tourist facilities and the identification of virtual circuits for the enjoyment of environmental, historical and cultural heritage and the promotion of the local products (agro-food products and traditional handcraft). Overcoming the lack of relationship between research and production activities.
- A5. Developing innovative measures aimed at local sustainable development taking into account the “best practices” implemented in other contexts.

Territorial cooperation and cohesion

- B1. Strengthening / establishing facilities to coordinate the public administration activities and to avoid the fragmentation of development strategies and bureaucracy.
- B2. Favouring the strengthening and the creation of associative bodies (cooperatives, associations, etc..) for the production of goods and services, in particular in the food industry, in order to ensure the completion of the production chain.
- B3. Increasing the opportunities for the confrontation (eg. participation processes) between the different public and private local actors in order to generate synergy and shared actions.
- B4. Promoting the concept of environmental, social and economic sustainability, in the management of the territory (urban centres, road infrastructure, etc.) and in the organization of services (environmental services and mobility) in order to protect the historic, cultural and environmental heritage and meet the current and future needs.
- B5. Developing / enhancing forms of collaboration and interaction with the other tourist centres and with the strategic transport nodes (ports, airports, etc..) in order to improve communication and to favour the growth of tourism.
## Integration of economic sectors

- **C1.** Promoting the start up of activities (comparison tables, forums, etc...) aiming to increase the opportunities for the confrontation between the different local actors in order to: ensure the integration between the different sectors, define development policies and shared activities and identify common goals to be pursued in close synergy.
- **C2.** Promoting the integration between the agri-food sector, the accommodation activities and the catering. Developing an integrated tourist offer in order to favour the growth and the deseasonalization of tourist flows.
- **C3.** Enhancing the local traditional activities, arts and crafts. (Promoting the cooperation between the small enterprises).
- **C4.** Improving the enjoyment of environmental, historical and cultural heritage.
- **C5.** Improving the environmental sustainability of the tourist sector through the integration with the policies related to energy, waste, water and transport sector.
- **C6.** Increasing and improving the services and infrastructure system necessary for the tourists, to guarantee the enjoyment of the territorial resources and to enhance the liveability and quality of urban areas (improvement of the facilities and of the connection between the main sources of tourist interest in the territory).
- **C7.** Promoting and encouraging the preservation of agricultural practices (with particular reference to the small plots of land) as a garrison to safeguard the landscape and to prevent the environmental risk and as a prerequisite to allow the implementation of activities related to the use of rural areas (rural tourism, education farms, etc ...).

## Competitiveness and territorial marketing

- **D1.** Enhancing local excellences in order to increase the attractiveness of the territory and its products.
- **D2.** Improving the quality of tourism offer in order to reach a specific quality level (standards) in the production of goods and services, in particular relation to the issue of environmental sustainability.
- **D3.** Improving the ability to intercept new market segments (eg. promoting specialized forms of tourism).
- **D4.** Promoting the whole territory as a “single product” activating a common strategy of territorial marketing (that is building “a territorial brand”).
- **D5.** Promoting the upgrading/enhancement of human resources (eg. starting up of training courses aimed at increasing the ability to start strategic actions for the territorial development).
In the second phase of the EASW workshop, the participants, divided into 4 Thematic work groups, have elaborated ideas and concrete proposals in order to reach the “Common Vision” and the objectives specified in the previous meeting.

The proposals elaborated by each group were presented and discussed in plenary session in order to draw up a synthetic report that contains ideas, proposals and interventions proposed by all participant during the forum meetings.

The composition of each group was made in relation to the expressed preferences for each thematic area by all participants, considering the necessity to constitute 4 groups, as much as possible heterogenous, in which can emerge different point of views in relation to the roles.

The 4 thematic groups worked in parallel sessions.
Within each thematic group, the facilitators asked the participants to indicate, in relation to each thematic area, which “Actions” could be undertaken to reach the “Common positive Vision” and which “Stakeholders” could be involved in the implementation of these actions.

The 4 thematic groups have identified 54 interventions for the promotion and valorization of the tourism supply in the Consortium Tindari Nebrodi.
IV Forum 21st March 2012
Elaboration of the Local Pilot Operative Plan
and identification of the “Prior Interventions”

During the IV Forum, it was presented the work carried out by each group in the previous meetings.
At the end of the EASW Workshop the facilitators asked to each participant to comment the proposals derived by each work group, by selecting through an assessment of priority from 1 to 10, 10 prior interventions.
The interventions most voted (“prior intervention”) showed a strong need for coordination between public policies adopted at local level and business activities in order to ensure a close synergy between the different local actors for the development and the establishment of Integrated Action Plans for the tourist offer, able to define a “New design of turistic itineraries” for the use and enjoyment of the territorial resources (environmental, cultural, natural and gastronomic”).
The prior interventions were grouped and sorted in relation to the objectives and strategies identified, through the drawing up of a synthetic scheme of the Local Pilot Operative Plan for tourism and for the promotion of the Consortium Tindary–Nebrodi territory.
The 10 interventions most rated

- Designing of the "tourist itineraries" 13%
- Training courses 13%
- Permanent Forum 13%
- Producing protocols and brands of quality 13%
- Common Technical Office 11%
- Quality of public spaces 6%
- Creating a "permanent network" 6%
- Establishment of a Coordination Board 7%
- Register of qualified tour operators/hoteliers 8%
- Spreading the use of digital tools 10%
- Register of qualified tour operators/hoteliers 8%
- Spreading the use of digital tools 10%
### The 10 interventions most rated

<table>
<thead>
<tr>
<th>Description</th>
<th>Grades</th>
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<tbody>
<tr>
<td>Establishment of a “Permanent/standing Forum on tourism” in order to increase the participation and the collaboration among public and private entities operating in different sectors related to tourism development (hotels, farmers, managers of transport companies, tour operators, etc.) and to identify and implement synergistic and shared actions oriented to the sustainable development.</td>
<td>109</td>
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<tr>
<td>Designing of the “tourist itineraries” (thematic and integrated: educational, religious, naturalistic, cultural, food and wine, traditional crafts etc.) addressed to specific users and aimed at ensuring the deseasonalization of tourist flows and the promotion and marketing of food, wine and traditional crafts.</td>
<td>106</td>
</tr>
<tr>
<td>Starting up of training courses and retraining courses addressed to the staff employed in the tourism sector (hotels, food services, info-point, etc) and aimed at improving the professional skills of tourist operators and in particular the knowledge of languages and the use of information technology.</td>
<td>104</td>
</tr>
<tr>
<td>Defining specific production protocols and encouraging the spread of brands quality (PDO, PGI, BIO, etc ...) on the local products (agri food, wine, etc...).</td>
<td>102</td>
</tr>
<tr>
<td>Establishment of a “Common Technical Office” for the Consortium Tindari-Nebrodi territory in order to manage and coordinate the planning activities (eg. Local Plan for tourism development valid for five-years).</td>
<td>81</td>
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<tr>
<td>Spreading the use of digital tools and introducing the free wi-fi in the public and touristy areas; installation of panels and digital supports in order to ensure the access to Internet and the use of digital applications (eg. augmented reality and geolocation) which have the function of providing information and describe places ensuring a better enjoyment/knowledge of the territory.</td>
<td>79</td>
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<tr>
<td>GRAPHS</td>
<td>GRADES</td>
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<td>Establishing a “register of qualified tour operators / hoteliers “ and drawing up a “Charter of minimum requirements” that must be fulfilled for the production of goods and services in the tourism sector.</td>
<td>61</td>
</tr>
</tbody>
</table>
| Establishment of a Coordination Board constituted of persons who have distinguished themselves for pursuing innovative initiatives and projects, with specific responsibilities and with the following functions:  
  • identifying strategies for tourism development in synergy with other municipalities and with the demands of the local entrepreneurs in accordance with the existing planning tools;  
  • Providing support services to tourism operators and streamlining the bureaucratic procedures necessary for the start up of activities and initiatives. | 58 |
| Creating a “permanent network” through the signing of cooperation commitments (draft agreement, contracts) among actors directly or indirectly employed in the tourist sector (hoteliers, restaurateurs, farmers, managers and owners of transport companies, artisans, tour operators, etc ...) | 52 |
| Enacting regulations and adopting measures at local level in order to improve and maintain the quality of the public spaces and reduce the visual impact in urban areas, in particular in the tourist areas (eg. regulation on the use of water tanks, antennas and satellite dishes, public and private lighting on the facades of historic buildings, etc ...) | 48 |
## The Local Pilot Operative Plan for tourism and for the promotion of territory

<table>
<thead>
<tr>
<th>Objectives (Vision)</th>
<th>Strategies</th>
<th>Actions/Target Interventions (What)</th>
<th>Actors (Who)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overcoming of the fragmentation of policies and development strategies undertaken by Local authorities</strong></td>
<td>Adaptation of the Territorial Planning tools to a common vision of sustainable development that is based on local resources</td>
<td>Establishment of a “Common Technical Office” for the Consortium Tindari-Nebrodi territory in order to manage and coordinate the planning activities (eg. Local Plan for tourism development valid for five-years)</td>
<td>Consortium Tindari – Nebrodi, municipalities, private actors</td>
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<td></td>
<td>Coordinating of public and private initiatives in order to ensure a synergy and more effective management of the strategies and of the planning activities on tourism development</td>
<td>Establishment of a Coordination Board constituted of persons who have distinguished themselves for pursuing innovative initiatives and projects, with specific responsibilities and with the following functions: - Identifying strategies for tourism development in synergy with other municipalities and with the demands of the local entrepreneurs in accordance with the existing planning tools. - Providing support services to tourism operators and streamlining the bureaucratic procedures necessary for the start up of activities and initiatives</td>
<td>Consortium Tindari – Nebrodi, municipalities, private actors</td>
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<td><strong>Enhancing “local excellences” in order to increase the attractiveness of the territory and of its products</strong></td>
<td>Increase the knowledge and awareness of the value of the environmental, historical - cultural and ethno-anthropological heritage and of the opportunities related to its enhancement</td>
<td>Starting up of information and awareness initiatives aimed at spreading the concept of environmental sustainability and support the importance of actions aimed at protecting and enhancing the landscape and the natural and cultural heritage</td>
<td>Consortium Tindari – Nebrodi, Associations, Educational Institutions</td>
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<td></td>
<td>Promotion and pubblication of divugative tools (CD, leaflets, brochures, guides, etc.) on the environmental, historical and cultural heritage. <strong>Construction of a database</strong> on the environmental, historical and cultural heritage for all operators and workers involved in their protection and enhancement</td>
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<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors, (tourist operators, hoteliers, restaurateurs)</td>
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<td></td>
<td>Increasing the attractiveness of the territory through the organization of events and the realization of exhibition spaces</td>
<td>Organizzazione di eventi culturali, manifestazioni sportive, mostre dell’artigianato, fiere e mercatini dei prodotti enogastronomici. (es. mercato del contadino, giornata del dolce tipico, giornata del km, 0, notte della cultura, ecc…)</td>
<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors, (tourist operators, hoteliers, restaurateurs, farmers)</td>
</tr>
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<tr>
<td>Improving the quality of the organization and of the management of the tourism offer, in particular in relation to the issue of environmental sustainability</td>
<td>Introducing and enhancing the use of high technology tools and services in order to reduce the digital-device</td>
<td>Spreading the use of digital tools and introducing the free wi-fi in the public and touristic areas; installation of panels and digital supports in order to ensure the access to Internet and the use of digital applications (e.g. augmented reality and geolocation) which have the function of providing information and describe places ensuring a better enjoyment/knowledge of the territory</td>
<td>Municipalities, private actors</td>
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<tr>
<td>Encouraging the fulfillment of quality standards in providing tourist services and “products”</td>
<td>Extending the opening hours and days (including public holidays) of the tourist offices and museums</td>
<td>Designing a “web portal” to promote the tourism sector</td>
<td>Consortium Tindari – Nebrodi, municipalities (Tourist District)</td>
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<td>Establishing a “register of qualified tour operators / hoteliers “ and drawing up a “Charter of minimum requirements” that must be fulfilled for the production of goods and services in the tourism sector</td>
<td>Promoting the exchange of experiences and knowledge and dissemination of good practices and innovative technologies adopted in other contexts through the use of computer network (living labs: virtual places for the exchange of information and ideas between persons)</td>
<td>Consortium Tindari – Nebrodi, municipalities</td>
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<td>Ensuring the presence of public services for tourists / visitors in the touristy areas (e.g. info point, visitor centres, toilets, shuttle services, etc.)</td>
<td>Encouraging the fulfillment of quality standards in providing tourist services and “products”</td>
<td>Municipalities tourist operators, hoteliers, restaurateurs</td>
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<td>Carrying out surveys (through questionnaires, surveys and other) for the evaluation of the services quality and the visitors satisfaction in order to improve and address the tourism offer toward specific targets</td>
<td>Promoting the valorisation of the human resources and improving the professional skills in the tourist sector</td>
<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors, research establishment, schools</td>
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<td>Starting up of training courses and retraining courses addressed to the staff employed in the tourism sector (hotels, food services, info-point, etc) and aimed at improving the professional skills of tourist operators and in particular the knowledge of languages and the use of information technology</td>
<td>Establishing a “register of skilled operators in the guidance of natural, cultural and food and wine itineraries”</td>
<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors, research establishment, schools</td>
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<td>Organization of training courses addressed to technicians and other operators on the funding opportunities for the realization of more innovative interventions</td>
<td>Increasing the level of awareness of the technical and economic operators on the opportunities for innovation and development of tourism related to environmental sustainability</td>
<td>Consortium, municipalities, private actors, research establishment, schools</td>
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<td>Objectives (Vision)</td>
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<td>Developing an integrated tourist offer in order to favour the growth and the deseasonalization of tourist flows</td>
<td>Promoting the integration between the activities of agricultural and food production, the traditional handcraft activities and the tourist activities (catering, accommodation activities and enjoyment of cultural and natural heritage)</td>
<td>Designing of the “tourist itineraries” (thematic and integrated: educational, religious, naturalistic, cultural, food and wine, traditional crafts etc.) addressed to specific users and aimed at ensuring the deseasonalization of tourist flows and the promotion and marketing of food, wine and traditional crafts</td>
<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors (tourist operators, hoteliers, etc.)</td>
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<tr>
<td>Starting up of innovative actions aimed at the local sustainable development (see “best practices” adopted in other local contexts)</td>
<td>Spreading the use of management systems and of the environmental certification for the enhancement of local products (handicraft and agro-food)</td>
<td>Defining specific production protocols and encouraging the spread of brands quality (PDO, PGI, BIO, etc ...) on the local products (agri food, wine, etc ...)</td>
<td>Consortium Tindari – Nebrodi, municipalities, private actors (entrepreneurs, farmers, etc)</td>
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<tr>
<td>Creating and enhancing forms of association for the production of goods and services in order to ensure the completion of the production chains</td>
<td>Encouraging the development of synergy actions and strengthening the forms of cooperation between actors employed in different sectors in order to improve the tourist offer</td>
<td>Creating a “permanent network” through the signing of cooperation commitments (draft agreement, contracts) among actors directly or indirectly employed in the tourist sector (hoteliers, restaurateurs, farmers, managers and owners of transport companies, artisans, tour operators, etc ...)</td>
<td>Consortium Tindari – Nebrodi, municipalities, private actors</td>
</tr>
<tr>
<td>Enhancement of the local traditional activities, arts and crafts</td>
<td>Enhancing the local traditions, the local crafts, the traditional arts and crafts (tatting, bobbin lace, embroidery, fabric painting, woodworking, stone and copper)</td>
<td>Organization, even in the schools, of training courses aimed at the knowledge of the traditions, of local crafts and the traditional arts and crafts</td>
<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors, schools</td>
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<td></td>
<td>Renovating and enhancing the workplaces used by the local artisans, in order to include them in educational courses on the local traditions</td>
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<tr>
<td>Objectives (Vision)</td>
<td>Strategies</td>
<td>Actions/Target Interventions</td>
<td>Actors (Who)</td>
</tr>
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<tr>
<td>Promoting the environmental, social, and economic sustainability in the management of territory and of the cultural, historical, and environmental heritage</td>
<td>Improving the “image” and quality of the urban area/context</td>
<td>Enacting regulations and adopting measures at local level in order to improve and maintain the quality of the public spaces and reduce the visual impact in urban areas, in particular in the tourist areas (eg. regulation on the use of water tanks, antennas and satellite dishes, public and private lighting on the facades of historic buildings, ect ...)</td>
<td>Municipalities</td>
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<td></td>
<td>Promoting and encouraging the protection of the agricultural traditional practices (in particular the small agricultural plots)</td>
<td>Promoting the realization of the educational farms in the peri-urban areas, as a garrison to safeguard the landscape and to prevent the environmental risks</td>
<td>Consortium Tindari – Nebrodi, municipalities, Associations, private actors (tourist operators, hoteliers, etc..)</td>
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<tr>
<td>Improving the environmental sustainability of the tourist sector through the integration with the policies related to energy, waste, water and transport sector</td>
<td>Improving the quality of environmental services, adopting sustainable policies on wastes, energy and water resources and ensuring the sustainable management of the collection services and disposal of municipal waste</td>
<td>Improving the quality of the services favouring associative forms among public and private actors, in order to ensure the cleaning and the maintenance of sidewalks, streets, squares and green urban areas</td>
<td>Municipalities, private actors</td>
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<td>Encouraging the use of renewable energy sources in the public and private sectors</td>
<td>Encouraging the use of renewable energy sources in the public and private sectors</td>
<td>Municipalities, private actors</td>
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<td></td>
<td>Promoting and encouraging the use of innovative techniques with low environmental impact in order to reduce the pollution level and the pressures on the environment (eg. design of herbal purification plants in order to meet the needs of small towns and rural areas)</td>
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<td>Municipalities</td>
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</table>
The Forum participants have discussed about the results of the evaluations carried out and in particular the interventions rated as “prior interventions”. The considerations that emerged during the discussion led to define **two key interventions**:

- **Setting up of a “Permanent Forum for tourism and for the promotion of the territory”**, a place for the discussion and the coordination between the different public and private actors working in the sectors linked to the tourism development, in order to identify and achieve synergistic and shared actions oriented to the sustainable development

- **Designing of the “tourist itineraries”** (thematic and integrated: educational, religious, naturalistic, cultural, food and wine, traditional crafts etc..) addressed to specific users and aimed at ensuring the deseasonalization of tourist flows and the promotion and marketing of food, wine and traditional crafts

To give continuity to the work of the Medstrategy Project and make operative the proposals derived from the participation process it was therefore considered appropriate to establish immediately a **“Permanent Forum for tourism and for the promotion of the territory”**, with the aim to favour the achievement of the interventions identified in the Local Pilot Operative Plan, in order to give concreteness to the strategies and to the target interventions proposed during the participation process.

The Permanent Forum promotes the dialogue, the involvement and the exchange of experiences among Public Bodies and private local actors in order to: define new integrated strategies for the tourism development, discuss the issues related to the tourism development and propose measures for their solution.
The Permanent Forum is aimed to create and enhance a network of local actors capable to actively cooperate in the different stages of the process for the construction of a new governance model. Citizens, representatives of main public bodies and private actors, technicians and entrepreneurs that live or work in the territory of the Consortium Tindari Nebrodi can join the “Permanent Forum for tourism and for the promotion of the territory”.

The Forum will be organized in thematic sessions called “Working Tables” on specific issues proposed by the participants.

The other key intervention identified is the creation of a new “Design the tourist itineraries”, that will have the aim to favour the integration between the tourism activities and the activities related to the promotion and enhancement of typical products (food and crafts), also through the creation of “synergic networks” involving all local actors.

For its effective implementation requires the realisation of integrated interventions aimed at:

- Create a “permanent network” by signing commitments of collaboration between actors that work directly or indirectly in the tourism sector. (Hotels, restaurants, farm owners, managers and owners of transport companies, artisans, tour operators, etc ...);

- Promote initiatives to ensure the quality of typical products through the definition of specific protocols production and of minimum requirements and the affixing of marks that attest to the quality of the products and of the production process;

- Revitalize the productive area through the promotion of activities for the marketing of local typical products (Natural Shopping Centres);

- Start up of training and / or refresher courses addressed to the staff working in the tourism sector (hotels, services catering, info-point) and aimed at improving the level of qualification and specialization of operators and in particular, the language knowledge and use of the information technologies;

- Improve and enhance the attractiveness and the enjoyment of the territorial resources through the use of high technology tools and services (eg. creation of wi-fi networks and applications of mobile devices that provide specific information about the points/places of cultural and tourism interest), the installation of panels in the places of greater cultural and tourism interest and the creation of a “web portal” for the promotion of the territorial resources (natural, cultural and eno-gastronomic).
VI Forum 31rd May 2012
Approval of the Local Pilot Operative Plan and of the Key Interventions

During the VI Forum, the Local Pilot Operative Plan and the technical description of the Key Interventions were submitted to the Forum (in plenary session) and approved. Both of them will be presented at the first meeting of the Board of Directors of the Consortium Tindari-Nebrodi, consisting of the mayors of 16 municipalities settled in the territory of the Consortium.
Organizers and participants

The institutions involved in the organization and in the management of the forums were:

**Intermunicipal Consortium Tindari Nebrodi**
Franco Armando Lopes (President)
Antonello Cappadona (Responsible for the “MedStrategy” project)
Carlo Simonetti (technical coordinator for the “MedStrategy” project)

**ANCI Sicilia (National Association of Sicilian Municipalities)**
Mario Emanuele Alvano (Executive secretary)
Luciano De Caro
Massimo Attanasio (External Expert)

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