



**MedStrategy Project - Integrated Strategy for Sustainable
Development of Mediterranean Rural Areas**
Project reference no.: 2G-MED09-282

C5 – STRATEGIC PLANNING IN MED RURAL AREAS

Phase 3 – Identification of Key Interventions

**“Final Report on Key Interventions”
Intermunicipal Consortium Tindari Nebrodi**



October 2012



Identification of “key interventions”

During the V Forum of the participation process (on 17th April 2012), the participants analyzed and discussed the results of the evaluations made and in particular the interventions rated as "prior".

The considerations derived from the discussion among the participants at the Forum, led to identify **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.

During the VI Forum of the participation process (on 3rd May 2012), **the Local Pilot Operative Plan and the key interventions were submitted to the Forum evaluation 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.

In the following page, we illustrated in detail the two key interventions through a sheet that describes, for each key intervention, objectives, strategies, actors involved, times, human resources and financial funds to be used.

Data sheet of the key intervention

Key Intervention n. 1: “Permanent Forum for tourism and for the promotion of the territory”

| Setting up of a "Permanent coordination table" of the local actors: "Permanent Forum for tourism and for the promotion of the territory" | |
|---|--|
| SECTOR | Management of the Planning processes of the Local Development. |
| THEMATIC AREA | Thematic area B: Territorial cooperation and cohesion |
| | Thematic area A: Innovation processes for local development |
| OBJECTIVES | <ul style="list-style-type: none"> • Improving the way of processing of the territorial plans by the Local Authorities; • Overcoming of the fragmentation of policies and development strategies undertaken by Local authorities. |
| STRATEGIES | <ul style="list-style-type: none"> • Adaptation of the Territorial Planning tools to a common vision of sustainable development that is based on local resources; • 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; • Expanding and strengthening the opportunities for comparison between different public and private actors in order to generate synergy and shared actions through a "bottom down" approach that takes into account the needs of citizens and of local stakeholders. |
| ACTORS | Citizens, representatives of the main Local Authorities, entrepreneurs, technicians and private enterprises |
| TIMES | Short, medium and long-term |
| LOGISTIC / EQUIPMENT | <u>Head office</u> Intermunicipal Consortium Tindari Nebrodi, Via XX Settembre, 110 -112 - 98066 Patti (ME), Italy |
| | <u>Facilities and resources</u> Meeting Room Computers, printers, etc. Website dedicated |
| HUMAN RESOURCES / PROFESSIONALS | Administration Office Operator in charge of the management of the website |
| SOURCES OF FUNDS | Consortium Tindari – Nebrodi, Municipalities |

| | |
|--------------------|--|
| DESCRIPTION | <p><u>Aims</u></p> <p>The "Permanent Forum (PF) for tourism and for the promotion of the territory" was designed to give continuity to the MedStrategy project activities and implement the actions of the Local Pilot Operative Plan for tourism, derived from the Participation Process.</p> <p>The PF ensures the coordination between public 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.</p> <p>The FP promotes the dialogue, the involvement and the exchange of experiences among institutional, economic and social actors in order to promote joint initiatives and shared choices in the tourism sector.</p> <p>The FP promotes the bi-directional exchange of information to activate effective communication channels between the local actors in order to collect project ideas and ensure their subsequent evaluation through feasibility studies.</p> <p>The FP 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 and to share the responsibility for its implementation.</p> |
| | <p><u>Functions and expected results</u></p> <ul style="list-style-type: none"> • Increase the participation and the collaboration between public and private local actors, working in different sectors linked to the tourism sector, in order to identify and achieve synergistic and shared actions oriented to the sustainable development; • Defining objectives and strategies for the local tourism development; • Encouraging the proposition of project ideas, also through convocation of opened meetings to face specific issues; • Drawing up of the working agenda for the implementation of the Local Pilot Operative Plan for tourism and for the promotion of the territory; • Implementing the actions of the Local Pilot Operative Plan; • Monitoring the status of implementation of the Agenda, identifying and quantifying the obtained results and the unexpected effects, exceeding, if necessary, the barriers preventing the achievement of the objectives to be pursued; • Opening of a Web site dedicated to the management of the activities of the "Permanent Forum for tourism and for the promotion of the territory". |
| | <p><u>Adhesion procedures</u></p> <p>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".</p> |

| | |
|--------------------|---|
| DESCRIPTION | <p><u>Working modalities</u></p> <p>The "Permanent Forum for tourism and for the promotion of the territory" will be self-managed and will be supported by the administration of Intermunicipal Consortium Tindari Nebrodi, which will organize the logistics and will provide the equipment and a dedicated web site.</p> <p>The Forum will be organized in thematic sessions called "Working Tables" on specific issues proposed by the participants.</p> <p>The meetings will be an occasion of confrontation to facilitate the activation of synergies between the different actors of the territory.</p> <p>The members of the FP have the task of favouring the proposition of project ideas and operative interventions.</p> <p>The Working Group responsible for the coordination of the participation process of the Medstrategy project, in a first phase, will coordinate the work and represent the FP outside and in particular in the relations with local public bodies.</p> <p>The working group of MedStrategy project, will coordinate the activities and will convene the "Working Tables" in relation to the decisions of the Permanent Forum.</p> |
|--------------------|---|

Key Intervention n. 2: Building of a “New Design of tourism routes”

| Building of a “New Design of tourism routes” | |
|--|--|
| SECTOR | Promotion and enhancement of typical agro-food products of the rural areas |
| THEMATIC AREA | Thematic area C: Integration of economic sectors |
| | Thematic area D: Competitiveness and territorial marketing |
| OBJECTIVES | <ul style="list-style-type: none"> • Developing an integrated tourist offer in order to favour the growth and the deseasonalization of tourist flows; • Creating and enhancing forms of association for the production of goods and services in order to ensure the completion of the production chains; • Enhancing “local excellences” in order to increase the attractiveness of the territory and of its products; • Improving the quality of the organization and of the management of the tourism offer, in particular in relation to the issue of environmental sustainability. |
| | STRATEGIES |
| ACTORS | Associations, tour operators, hoteliers, restaurateurs, farmers, etc.. |
| TIMES | Medium term |
| LOGISTIC / EQUIPMENT | <u>Head office</u> Intermunicipal Consortium Tindari Nebrodi, Via XX Settembre, 110 -112 - 98066 Patti (ME), Italy |
| | <u>Facilities and resources</u> Website dedicated “App” dedicated (“Augmented reality”, geolocation, QRcode) |
| HUMAN RESOURCES / PROFESSIONALS | Administration Office Experts in the drawing up of disciplinary production (Minimum requirements of quality) Expert in the drawing up of regulations for the voluntary participation in the project of the "New Tourist Routes"; Expert in the design of software "APP" Operator in charge of the management of the website |
| SOURCES OF FUNDS | Tourist District, EU Funds |

| | |
|-------------|--|
| | <p><u>State of the art: problems in the local typical production sector</u></p> <p><i>Production</i></p> <ul style="list-style-type: none"> - Limited production in quantitative terms; - Inadequate organizational and managerial producers skills; - Scarce connection and synergy between producers and the local retailing / commercialization system; - Competition with great retailing strategies addressed to mass products, with contained prices and low qualitative standards; - Poor attention to productive processes sustainability both from an economic and environmental point of view. <p><i>Relations with the distribution system</i></p> <ul style="list-style-type: none"> - Distribution based on direct retailing and specialized retailing almost no-existent in the volume retailing; - Poor competences and skills of the operators working on the promotion and sale of typical products and lack of suitable communication and marketing politics; - Scarce synergy between manufacturing firms and the local sale circuits; - Scarce ability to build a net of exploitation of the local typical products; - Presence of small firms which are not in synergy among them and with the tourist and/or territorial fruition circuits (restaurants, accommodation facilities, local retailing system for agro-food products). |
| DESCRIPTION | <p><u>Specific Objectives</u></p> <p>Valorizing and protecting local typical products with tools guaranteeing consumers on their correspondence to some productive and organoleptic characteristics and that, at the same time, are not excessively onerous for producers.</p> <ul style="list-style-type: none"> - Assuring the safeguard of territorial typical productions; - Spreading the knowledge of typical products through the use of tools and advanced technologies and developing applications, useful for sectorial operators, to promote, at accessible costs, firms and products; - Individualizing new typical products promotion politics through the aggregation of public and private actors; - Favours the integration between tourist activities and connected to the promotion and exploitation of agro-food typical products and handicrafts; - Furnishing a precise description of the productive systems, of the product quality and of the relative distribution market; - Making more competitive on the market the economic realities in the sector; - Contributing to revitalize the local productive system through the promotion of marketing of local typical products (Natural Shopping Centres); - Promoting initiatives / campaigns addressed the promotion and marketing of the products; - Noticing both professional and formative competences and needs of people operating in the sector and adjusting the training offer in order to create specific figures fitting the demand. |

| | |
|--------------------|---|
| DESCRIPTION | <p><u>Actions to be implemented in order to pursue the specific objectives</u></p> <p><i>Knowledgegement actions</i></p> <ul style="list-style-type: none"> - Detection of Traditional Agro-food Products with agricultural, commercial and tourist development potentialities; - Detection of the actors of the sector; - Realisation of a map of the typical products (both agro-food and crafts). Building and management of a territorial informative system including, geo-referentially, information on typical products and on bodies operating in the sector. Data and information should be made consulted via internet. The realization of a database will allow the consumer of gathering deeper information on local typical products, on their characteristics, on the location of the manufacturing firms, on the places where it is possible to retrieve the product, on feasts and cultural events where it is possible to taste or purchase the products, on laws about production, etc. - Detection of resources / tools (normative or financial) for their promotion and valorization; - Marketing researches for analyzing consumer behaviours (taste, preferences and habits evaluation) coming from different geographical areas, with the purpose to guarantee the success of the planning of the marketing activities. <p><i>Actions of coordination and involvement of local actors</i></p> <p>The objective is favouring cooperation and collaboration promoting institutional and social partnerships, with the purpose to jointly realize and to program actions of integrated development tied up to the promotion and exploitation of local typical products (handicraft, agro-food, gastronomic)</p> <ul style="list-style-type: none"> - Constituting roundtable with the involvement of the Chambers of Commerce, trade unions, consortia and public administration which are interested in promoting local typical products, where it will be possible to share competences, initiatives, best practices, realized or in progress, and results. - Stipulating an agreement between the Municipalities and the public and private actors that will allow to coordinate the actions for the valorization and promotion of local typical products; - Promoting the institution of Consortia and agreements among the agro-food and handicraft enterprises; - Favouring the coordination between typical products producers and dealers with the purpose to increase consumption and therefore sales. <p><i>Actions of awareness and training</i></p> <ul style="list-style-type: none"> - Promoting awareness actions in the schools on diet. The need comes from the diffusion of socially remarkable illnesses (e.g. obesity, diabetes, etc.) deriving from a wrong diet especially in young age; - Information and awareness actions to strengthen the direct relation between agricultural products and consumers, through a communication strategy explaining productive processes, agricultural techniques, products' qualitative and organoleptic characteristics; - Promoting agreements with Municipalities and local Bodies for supplying scholastic cafeterias with local products; - Promoting the use of local typical products in catering and within tourist initiatives; - Realizing training courses addressed to operators of the sector and particularly to enterprises. Courses should be addressed to update personnel on technological innovation applied to productive cycles and to promotion and marketing actions, on the adoption of environmentally sustainable productive processes, on marketing and communication strategies, on business organization and management. |
|--------------------|---|

| | |
|--------------------|---|
| DESCRIPTION | <p><i>Promotion and development actions</i></p> <p>Definition of an action plan addressed to define strategies and actions for the exploitation and promotion of local typical products.</p> <p>The objective is:</p> <ul style="list-style-type: none"> - furnishing a more deepened knowledge to the consumer on the products available in the market; - increasing the demand through advertising and promotion and through the exploitation of typical products; - introducing self-control systems and quality systems in the enterprises in order to improve the quality of the production. - cataloguing, promotion and publication of information / popular material (CD, brochures, guides, etc) - planning a "website" to promote the local typical products quality and marketing - Digital infrastructuring of the territory and creation of a wi-fi free net and installation of computer supports, in the "tourist fruition sites", to guarantee the access to digital applications - introducing and strengthening the use of high technology services and tools: creation of technological devices applications (e.g.: "augmented reality", geolocalization, QRcode) having the function of furnishing information and of describing places guaranteeing a best fruition of the territory - building "permanent network" through the signature of collaboration commitments (agreements, contracts) among actors directly or indirectly operating in the tourist sector (hoteliers, restaurateurs, owners of agricultural firms and of wine bars, managers and holders of transport enterprises, artisans, tourist operators, etc...) - starting training courses and/or continuous training ones addressed to tourist sector workers (hotels, catering, info-points) with the aim of improving their qualification and specialization levels and their languages and computer technologies abilities - participation of the local operators to the roundtable of " Permanent Forum for tourism and territorial promotion" in order to increase the collaboration among public and private actors operating in different sectors tied to tourist development (hoteliers, restaurateurs, owners of agricultural firms and of wine bars, managers and holders of transport enterprises, artisans, tourist operators, etc...) and to detect and realize synergic and join actions for sustainable development. |
|--------------------|---|

| | |
|--------------------|--|
| DESCRIPTION | <p><u>Creation of a voluntary certification system for the bodies joining the initiative</u></p> <p>Initiatives for guaranteeing the quality of typical products through the definition of specific production protocols and of the “minimum requisites”. Stamping of local products and processes quality brands.</p> <p>The certification system will be identified through a logo guaranteeing the conformity of the product to some productive characteristics decided in the rules.</p> <p>A certified product is therefore a product answering to some qualitative, constant, objective, measurable, traceable, verifiable and above all verified criteria which are written on the label.</p> <p>The certification system of this project will be voluntary and it will involve the structures joining the initiative.</p> <p>Through this tool, product and producers promotion actions can be realised. These can be directly realised or in partnership with local corporate bodies and other bodies so that to rationalize and to optimize financial resources.</p> <p>The realization of a site web addressed to this certification system is foreseen. The site will include: the regulations, the list of the certified products and producers, the trade and marketing points (sales points, restaurants, wine shops ...):</p> <p><u>Products</u> Definition of the quality “minimum requisites” for the product Rules and homogenization of existing Quality Regulations (De.Co. in Italy) for the Municipalities part of Consorzio Tindari Nebrodi Proposal of Quality Regulations of the Area and definition of a branding</p> <p><u>Sales points</u> Definition of the quality “minimum requisites” for the sales points Rules for the voluntary joining of the Natural Shopping Centres</p> <p><u>Catering</u> Definition of the quality “minimum requisites” for the catering points Rules for the voluntary joining of the restaurateurs</p> <p><u>Accommodation facilities</u> Definition of the quality “minimum requisites” for the accommodation facilities Rules for the voluntary joining of the hoteliers</p> |
|--------------------|--|