

GENERAL INFO ON THE CALL FOR CAPITALISATION PROJECT PROPOSALS

In the context of this call for proposals, capitalisation projects should capture the most promising short-term results (outputs) and long-term results outcomes (outcomes) of the projects and initiatives identified in the ToRs and aim as follows:

+ Transfer and exploitation of results

- Developing innovative approaches/methodologies which combine the knowledge, experience and results of the projects identified in the ToRs and reinforce their impact, reach and magnitude;
- Promoting the re-use and/or transfer of the knowledge and results produced by the projects, extending their impact and geographical scope.

+ Reinforcement of networks

- Building new and reinforce existing networks/clusters at national and regional level which associate the organisations coming from the different initiatives as described the ToRs in order to reinforce cross-border and cross-sector cooperation;
- Reaching and involving new target groups/type of stakeholders.

+ Strategic dissemination and awareness of policy-makers

- Making the knowledge and results generated by projects more accessible, thus turning data into knowledge;
- Raising awareness and improving communication of results with key sector stakeholders (considering different types of expertise - academic, technical, regulatory, policy, etc. - and geographic levels – including local, regional and national scale);
- Supporting policy-oriented innovations and development by fostering the mainstreaming of good practices into local, regional and national public policies.

Considering the current context marked by COVID-19 pandemic and in view of the global economic downturn, applicants are encouraged to support the development of new intervention models that can foster the socio-economic regeneration across the cooperation area.

In particular, project proposals should integrate innovative actions which focus on:

- The creation of jobs, businesses, startups, social enterprises;
- The transition to carbon-neutral economies in order to maximise the creation of green jobs, businesses and investments;
- The efficient delivery of social care services making most use of technology transfer, innovation and research in the fields of ICT;
- The support to the most vulnerable people, including youth, disabled, unemployed and elderly dependent.

Overarching Objective A: PROMOTING ECONOMIC AND SOCIAL DEVELOPMENT

Thematic Objective A.1: BUSINESS AND SME DEVELOPMENT

Priority A.1.3:

Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches

Among main challenges tourism is to face, the analysis of strengths, weaknesses and medium-term needs for this sector has underlined the decreasing Mediterranean share of the international travel market, with demand shifting towards other regions and alternative tourist products. The Programme intends to address the need for diversification of the sector into new segments and niches, as a way to help re-launch and reposition the Mediterranean supply (beyond the traditional sun, sand and sea “seasonal” product) making it more competitive on the global tourism market and reducing seasonality to facilitate the increase of tourism flows during the low- and medium-traffic seasons.

In this context, eco-tourism and sustainable tourism could represent a means to create jobs and reduce poverty while also improving environmental outcomes.

Under this priority, the Programme supports all initiatives aimed at creating new tourism products and diversifying the tourism supply based on the valorisation of a variety of local and Mediterranean assets. This might include: i. gastronomy and culinary delights, including traditional local cuisine and wine tasting; ii. landscape and natural assets; iii. adventure tourism products; iv. accessible tourism forms; v. sport and wellness products; vi. rural tourism products.

The Programme will also look at transnational public and private partnerships, to jointly develop new tourism products, in line with the characteristics of involved territories, and related development and promotional plans and strategies.

Initiatives within priority A.1.3 may also include support services (technical and financial assistance) provided to local communities, MSMEs, tour operators, protected area management bodies, and other relevant stakeholders involved in the development and management of new tourism products; training addressed to diverse groups of business and services providers (e.g. managers, staff, etc.); and awareness raising campaigns (thematic seminars, etc.) targeting local communities and the private sector.

TABLE OF INDICATORS

<u>EXPECTED RESULTS</u>	<u>RESULT INDICATORS</u>	<u>INDICATIVE LIST OF OUTPUT</u>	<u>OUTPUT INDICATORS</u>
<ul style="list-style-type: none"> Increased attractiveness of less known touristic destinations. 	<ul style="list-style-type: none"> Increased domestic and international tourist flows visiting the targeted area. 	<ul style="list-style-type: none"> Quality Support services (technical and financial assistance) provided to Local communities, SMEs, tour operators, protected area managers, and other relevant stakeholders for the different types of tourism (i.e. coastal and cruise tourism, eco-tourism, adventure tourism, medical tourism, wine and food tourism, historic, cultural and religious tourism, etc.). Increased accessibility and visibility as well as improved environment of less developed touristic areas. 	<ul style="list-style-type: none"> Number of enterprises substantially and actively involved in CBC-MED projects. Number of improved cultural and historical sites as a direct consequence of programme support. Number of visibility/marketing initiatives to attract tourists in the targeted area.
<ul style="list-style-type: none"> Increased diversification of tourism offer through the promotion of local and territorial assets / drivers in off-season periods. 	<ul style="list-style-type: none"> Number of new sustainable touristic products in off season periods created in specific niches with a cross border dimension (i.e. ecotourism, adventure tourism, medical tourism, wine and food 	<ul style="list-style-type: none"> Diversified products/tools created to address selective demand in the off- season. Sustainable practices promoted into planning and decision making processes and day to 	<ul style="list-style-type: none"> Number of private actors substantially and actively involved in new touristic initiatives. Number of action plans adopted by local authorities based on

	<p>tourism, historic, cultural and religious tourism, etc.), and co-designed with local communities (bottom up approach).</p> <ul style="list-style-type: none"> ✚ Number of persons actively and directly involved in project activities having gained improved tourism management skills / profiles (particularly those in the area of Eco-tourism, Destination Management, Marketing, etc.). 	<p>day operations of national, regional and local governments, as well as of the tourism industry.</p> <ul style="list-style-type: none"> ✚ Training/initiatives addressed to diverse groups of business and service providers (e.g. farm owners, tourist site managers, staff, etc.). ✚ Training and awareness raising campaigns (thematic seminars, etc.) aimed to sensitize local communities (schools visits and demonstrations, fairs, etc.) and the private sector. 	<p>participatory activities.</p> <ul style="list-style-type: none"> ✚ Number of cross-border agreements signed by competent bodies to promote low season networks of destinations and / or number of low-season initiatives offered in the participating countries. ✚ Number of enterprises participating in cross-border business events. ✚ Number of enterprises and local community entities participating in training and awareness raising events.
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ANALYSIS OF THE PRESENCE OF ITALIAN STAKEHOLDERS / PARTNERS WITHIN THE PROJECTS HIGHLIGHTED FOR CAPITALISATION

PROGRAMMA	TITOLO PROGETTO	PARTNER ITALIANO	REGIONE ITALIANA	SITO INTERNET PER APPROFONDIMENTI
ENPI-2007-2013	MEET	FEDERPARCHI	LAZIO	http://www.medecotourism.org/
		Regione Lazio	LAZIO	http://www.medecotourism.org/
ENI- CBC MED	CROSSDEV	Ministero dei Beni e delle Attività Culturali e del Turismo	ITALY	http://www.enicbcmed.eu/projects/crossdev
		Comitato Internazionale per lo Sviluppo dei Popoli	LAZIO	http://www.enicbcmed.eu/projects/crossdev
		Società Cooperativa Culture	LAZIO	http://www.enicbcmed.eu/projects/crossdev
ENI- CBC MED	MEDUSA	Regione Puglia– Dipartimento Turismo, Economia della Cultura e Valorizzazione del Territorio	PUGLIA	http://www.enicbcmed.eu/projects/medusa
ENI- CBC MED	MED GAIMS	Fondazione Alghero Musei Eventi Turismo	SARDEGNA	http://www.enicbcmed.eu/projects/med-gaims

ENI- CBC MED	Med Pearls	Aps Mediterranean Pearls	SICILIA	http://www.enicbmed.eu/projects/med-pearls
Interreg MED	MEDFEST-MED	Associazione Sviluppo Rurale	UMBRIA	http://medfest.interreg-med.eu/
Interreg MED	DESTIMED	Regione Lazio - Agenzia regionale Parchi	LAZIO	http://destimed.interreg-med.eu/
		Federazione Italiana dei Parchi e della Riserve Naturali	LAZIO	http://destimed.interreg-med.eu/
		WWF Mediterraneo	LAZIO	http://destimed.interreg-med.eu/
Interreg MED	EMBLEMATIC	Terre dell'Etna e dell'Alcantara ScCarl	SICILIA	http://emblematic.interreg-med.eu/
		Gal Gran Sasso Velino Soc. Cons. ar.l.	ABRUZZO	http://emblematic.interreg-med.eu/
Interreg MED	TOURISMED	Comune di Trabia (Palermo)	SICILIA	http://tourismmed.interreg-med.eu/
		Promozione Internazionale Sicilia-Mondo – PRISM	SICILIA	http://tourismmed.interreg-med.eu/
		Promimpresa srl	SICILIA	http://tourismmed.interreg-med.eu/
		Haliéus	SICILIA	http://tourismmed.interreg-med.eu/