

## PROJECT SHEET

### 1. PROJECT DESCRIPTION

Cooperation project within the framework of the EU Programme Leader Plus (2000-2006):

- Interregional  
 Transnational

### 2. PROJECT TITLE

**A NETWORK OF EUROPEAN WETLANDS**

### 3. PARTICIPATING LEADER GROUPS AND OTHER PARTNERS

#### 3.1. Local Action Group (LAG) n. 1 - Leader

- Name of the LAG and/or non-EU partner: **LAG DELTA 2000 (I)**
- Legal status of the organisation: *limited liability co-operative society;*
- President: *Gabriele Melchiorri;*
- Contacts: *Angela Nazzaruolo, Emma Barboni;*
- Address: *Strada Luigia 8;*
- City: *S. Giovanni di Ostellato - Ferrara - CAP: 44020;*
- Country: *Italia* - Region: *Emilia-Romagna;*
- Telephone number (including international code): *0039-0533-57693/694;*
- Fax number (including international code): *0039-0533-57694;*
- E-mail (free field): [deltaduemila@tin.it](mailto:deltaduemila@tin.it) ;
- Web site (free field): [www.deltaduemila.net](http://www.deltaduemila.net) ;
- LAG selected by the Region Emilia-Romagna in the framework of the Programme Leader II: *Regional Council Decision n. 3560 of 30.12.1996;*
- LAG selected by the Region Emilia-Romagna in the framework of the Programme Leader II: *Regional Council Decision n. 1440 of 02.08.2002;*
- LDP's title: *"Local Action Plan LEADER+ for the Po Delta in the Region Emilia Romagna";*
- Main objective: *promotion of natural and cultural resources of the Po Delta in the Region Emilia;*
- intervention area: *19 Municipalities located in the Provinces of Ferrara (Argenta, Berra, Codigoro, Comacchio, Goro, Jolanda di Savoia, Lagosanto, Massafiscaglia, Mesola, Migliarino, Migliaro, Ostellato, Portomaggiore) and Ravenna (Alfonsine, Bagnacavallo, Cervia, Conselice, Ravenna, Russi);*
- budget Leader + section 1 of the LAP: *Euros 5.478.141;*
- possible Leader + budget of section 2 of the LAP: *Euros 739.330;*
- LDP's actions: *the LAP consists of 14 actions (12 for section 1 and 2 for section 2), including interventions for the promotion and enhancement of the region and direct financial support to enterprises.*

#### 3.2. Local Action Group (LAG) n. 2

- Name of the LAG: **LAG OGLIO-PO – TERRE D'ACQUA (I)**
- Legal status of the organisation: *limited liability co-operative society;*
- President: *On. Giuseppe Torchio;*
- Contacts: *On Giuseppe Torchio;*
- Address: *Piazza donatore di sangue, 17;*
- City: *Calvatone – CAP: 26030;*
- Country: *Italia* - Region: *Lombardia;*
- Telephone number (including international code): *+39 0375 97664;*
- Fax number (including international code): *+39 0375 97660;*
- E-mail: [info@galogliopo.it](mailto:info@galogliopo.it) ;
- LAG selected by the Region Lombardia Regional Council Decision *9635/2002;*
- LDP's title: *"Oglio- Po - Waterlands";*

- *Main objective: "Oglio Po – Waterlands is addressed to a region where the river dominates the entire landscape and is the object of the actions foreseen in the LDP, which cover different production sectors. The project focuses on sustainable development at local level, while promoting the environmental value of the area both within and outside the interested region through a new network of communication and services;*
- *intervention area: 38 Municipalities located in the Provinces of Cremona (Cà d'Andrea, Calvatone, Casalmaggiore, Casteldidone, Cella Dati, Cingia de' Botti, Derovere, Drizzona, Gussola, Martignana Pò, Motta Baluffi, Piadena, Rivarolo del Re ed Uniti, San Daniele Po, San Giovanni in Croce, San Martino del Lago, Scandolara Ravara, Solarolo Rainerio, Spineda, Tornata, Torricella del Pizzo, Voltido) and Mantova (Acquanegra sul Chiese, Bozzolo, Canneto sull'Oglio, Casalromano, Castellucchio, Commessaggio, Dosolo, Gazzuolo, Marcaria, Pomponesco, Rivarolo Mantovano, Sabbioneta, San Martino dell'Argine, Viadana);*
- *budget Leader + section 1 of the LDP: 3.210.900 euros (pending Regional Council approval, which has already been unofficially granted for all the LAGs in Lombardia);*
- *possible Leader + budget of section 2 of the LDP: to be decided;*
- *LDP actions: 10 actions for the creation of an integrated tourist network, the promotion of local cultural heritage and the development of an environmental-friendly culture.*

### **3.3. Local Action Group (LAG) n. 3**

- *Name of the LAG: **LAG Aktiivinen Pohjois-Satakunta ry (FIN)***
- *Legal status of the organisation: registered association;*
- *President: Jukka Ehto;*
- *Contacts: Administrative manager Juha Vanhapaasto; Coordinator of International affairs Krista Antila-Ricci;*
- *Address: Torikatu 7a 38700 Kankaanpää;*
- *City: Kankaanpää;*
- *Country: Finland - Region: province of West Finland;*
- *Telephone number (including international code): +358 2 5896269;*
- *Fax number (including international code): +358 2 5722305;*
- *E-mail: [pohjois-satakunnanleader@kankaanpaa.fi](mailto:pohjois-satakunnanleader@kankaanpaa.fi) ; [krista.antila-ricci@kankaanpaa.fi](mailto:krista.antila-ricci@kankaanpaa.fi);*
- *LAG selected by the region T&E centre for Satakunta (South Finland) in the framework of the programme Leader+ on 19<sup>th</sup> April 2001;*
- *LDP title: North Satakunta Leader+ programme: Full of life close to work and nature - safely;*
- *main objective: The chosen theme for development programme is slowing down migration from the countryside and encouraging migration to the rural areas . Sub-themes are quality of life, ecotourism, and maintenance of working capacity, entrepreneurship and young people. The main thing in the development programme is to highlight the positive factors of the area: closeness to nature, safety and the cultural strength. This helps people to recognize the attractiveness of the area as a place of residence and a source of spiritual and physical vigour. The strategic slogan is Full of life- close to work and nature - safely. This describes the important values of the people in the area;*
- *intervention area: The area of Lag is situated in the Province of West Finland. The lag is composed of 10 municipalities and 3 towns. Nine municipalities are located in Satakunta region and four of them in Pirkanmaa region. Municipalities are: Honkajoki, Ikaalinen, Jämijärvi, Kankaanpää, Karvia, Kihniö, Kiikoinen, Lavia, Merikarvia, Parkano, Pomarkku, Siikainen, Suodenniemi. There are approximately 51 000 inhabitants in the Lag area. The population density is 9,4 per square Kilometer. The area is 6000 square kilometers;*
- *budget Leader + section 1 of the LDP: per year - Public fund (UE and National Government) 537.100,00 €, Local Government 134.275,00 €, total 671.375,00€;*
- *budget Leader + section 2 of the LDP: per year -Public fund (UE and national government) 60.200,00 €, Local Government 15.050,00 €, total 75.250,00 € (amministrazione: UE + stato 94 700 € e comuni 23675€);*
- *LDP actions: many small and medium-sized actions; actually approximately 140 actions.*

### **3.4. Local Action Group (LAG) n. 4**

- *Name of the LAG: **LAG Dimossineteristiki Evros S.A (GR)***
- *Legal status of the organisation: Private Body;*
- *President: Mr. Oustoglou Georgios;*
- *Contacts: Kouzoukos Kostas;*
- *Address: Provatonas, 68003;*
- *City: Provatonas;*
- *Country: Greece - Region: Eastern Macedonia-Thrace;*
- *Telephone number (including international code): +30 25540 20090/91/92;*
- *Fax number (including international code): +30 25540 41800;*
- *E-mail: dimossin@hol.gr;*
- *LAG selected by the European Union member of Greece in the framework of the Programme Leader + (approved on): 26<sup>th</sup> June 2003;*
- *LDP title: The protection, exploitation and elevation of the natural and cultural environment, with a special emphasis in the 'natura' areas, and the elevation of the geographical position through the inter-local and inter-border co-operation which will aim the positive populative development, the increase of income, the improvement of the quality of life and the employment of the population of the area;*
- *main objective: a) Protection and exploitation of the natural, cultural and human environment b) exploitation of the comparative advantages of the area through the development of agrotouristic and ecotouristic activities, which aim the propping of the population and the complementary income c) bluntness of the social inequalities, remarkness of the quality of life through small infrastructure of works and support of employment d) exploitation of the geographical position of the area through the complementation of the necessary network of connection, attraction of investments, promotion of the inter-border commerce and the supply of services in the area of tourism and of the civilization and in the area of the consultant services;*
- *intervention area: Central and South Evros;*
- *budget Leader + section 1 of the LDP: 5000.000,00 euros;*
- *budget Leader + section 2 of the LDP: 140.000,00 euros;*
- *LDP actions: . 7 actions for agricultural tourism interventions of complementary approach, 12 actions for the SME (small medium enterprises) in the agricultural sector, 4 actions for sectional and inter-sectional action of enterprises who are related with rural tourism.*

### **3.5. OTHER PARTNERS**

#### **3.5.a. Province of Ferrara (I)**

- *Legal status of the organisation: Public body*
- *President: Pier Giorgio Dall'Acqua*
- *Contact: Councillor Alessandro Pierotti*
- *Address: Castello Estense*
- *City: Ferrara*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number (including international code): +39 0532 299218*
- *Fax number(including international code): +39 0532 299275*
- *E-mail (free field): antonella.baglioni@provincia.fe.it*
- *Role in the project: Promoter and co-sponsor*

#### **3.5.b. Province of Ravenna (I)**

- *Legal status of the organisation: Public body*
- *President: Francesco Giangrandi*
- *Contact: Councillor Maurizio Filipucci*
- *Address: Via della Lirica, 21*
- *City: Ravenna*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number(including international code): +39 0544 541140*
- *Fax number(including international code): +39 0533 541154*
- *E-mail (free field): [mfilipucci@mail.provincia.ra.it](mailto:mfilipucci@mail.provincia.ra.it)*

- *Role in the project: Promoter and co-sponsor*

### **3.5.c Consortium of the Po Delta Park – Emilia Romagna Region (I)**

- *Legal status of the organisation: Public body*
- *President: Valter Zago*
- *Contact: Lucilla Previati*
- *Address: Via Cavour, 11*
- *City: Comacchio (Ferrara)*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number (including international code): +39 0533 314003*
- *Fax number (including international code): +39 0533 318007*
- *E-mail (free field): parcodeltapo@parcodeltapo.it*
- *Role in the project: Promoter and member of the Technical and Scientific Committee*

### **3.5.d Chamber of Commerce of Ferrara (I)**

- *Legal status of the organisation: Public body*
- *President: Alberto Roncarati*
- *Contact: Andrea Migliari*
- *Address: via Darsena, 79*
- *City: Ferrara*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number (including international code): +39 0532 783802 - 783812*
- *Fax number (including international code): +39 0532 783814*
- *E-mail (free field): andrea.migliari@fe.camcom.it*
- *Role in the project: Promoter and co-sponsor*

### **3.5.e Chamber of Commerce of Ravenna (I)**

- *Legal status of the organisation: Public body*
- *President: Pietro Baccarini*
- *Contact: Danilo Zoli*
- *Address: V.le Farini, 14*
- *City: Ravenna*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number (including international code): +39 0544 481425*
- *Fax number (including international code): +39 0544 481500*
- *E-mail (free field): danilo.zoli@ra.camcom.it*
- *Role in the project: Promoter and co-sponsor*

### **3.5.f APT Servizi-Tourism Board of the Emilia Romagna Region (I)**

- *Legal status of the organisation: SPA*
- *President: Dott. Sergio Mazzi*
- *Contacts: Managing Director Giuseppe Chicchi*
- *Address: P.le Fellini, 3*
- *City: Rimini*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number (including international code): +39 0541 430111*
- *Fax number (including international code): +39 0541 430150*
- *E-mail (free field): info@aptservizi.com*
- *Role in the project: Promoter and co-sponsor*

### **3.5.g Municipality of Comacchio (I)**

- *Legal status of the organisation: Public body*
- *President: Giglio Zarattini*
- *Contact: Lucia Ferri*
- *Address: P.zza Folegatti, 26*
- *City: Comacchio (Ferrara)*
- *Country: Italy - Region: Emilia-Romagna*
- *Telephone number (including international code): +39 0533 310307*

- Fax number (including international code): +39 0533 310269
- E-mail (free field): [turismo@comune.comacchio.fe.it](mailto:turismo@comune.comacchio.fe.it)
- Role in the project: Promoter and co-sponsor; seat of the first International Po Delta birdwatching Fair

### **3.5.h Veneto Regional Park Administration Delta del Po**

- Legal status of the organisation: ROR
- President: Vidmer Manzoli
- Contacts: Director Stefano Danieli
- Address: via Marconi, 6
- City: Ariano nel Polesine (RO)
- Country: Italy - Region: Veneto
- Telephone number (including international code): +39 0426372202
- Fax number (including international code): +39 0426373035
- E-mail (free field): [info@parcodeltapo.org](mailto:info@parcodeltapo.org)
- Role in the project: Promoter and co-sponsor

## **4. COOPERATION PROJECT**

### **4.1. Partnership description**

#### **4.1.1. Roles and tasks**

The implementation of the project will be based on different levels of partnership, with partners carrying out different tasks, as explained below.

#### Steering, monitoring and managing partnership:

1. LAG DELTA 2000 (LAG leader)
2. LAG Oglio-Po Terre D'Acqua (I)
3. LAG Aktiivinen Pohjois-Satakunta ry (FIN)
4. LAG Dimossineteristiki (GR)

#### Institutional partnership:

- (I) Province of Ferrara, Province of Ravenna,
- (I) Municipality of Comacchio;
- (I) APT Servizi Regione Emilia-Romagna – Regional Turismo Agency
- (I) Chamber of Commerce of Ravenna, Chamber of Commerce of Ferrara
- (I) Parco del Delta del Po Regione Emilia-Romagna (Po Delta Park Emilia Romagna Region)
- (I) Parco del Delta del Po Regione Veneto (Po Delta Park Veneto Region)

#### Proposed Scientific and Technical Committee:

- Members of the Association "Delta calls Delta": Po Delta Park Emilia-Romagna (I), Po Delta Park Veneto (I); Ebro Delta Park (E); Brière Park (F), Delta Danube Biosphere Authority (R)
- Evros Delta Park (GR)

#### **4.1.2. Timetable and schedule of the project**

The following is a concise timetable of the project:

- Preliminary activities of project promotion at local level, setting up the partnership, first partner meeting to identify objectives and project actions (October 2002 – December 2003);
- drawing up the project (February 2004);
- approval of the project by the Board of the LAG DELTA 2000 (by the end of February 2004);
- presentation of the project to the managing authority of the Region Emilia Romagna (by end of March 2004);
- approval of the project by the managing authority of the Region Emilia Romagna (by mid April 2004);
- beginning of the implementation phase (February/March 2004);

- horizontal activities of the project: communication – promotion management, co-operation activities, monitoring and assessment (for the duration of the project);
- completion of the activities: within June 2005;
- final report to the managing authority (after completion of the project and not beyond the end of 2006).

#### **4.1.3. Joint concise technical sheet**

The proposal for a transnational co-operation project aimed at the promotion of wetland areas (Leader + area) as well as of the large opportunities for sustainable rural development. In this sense the project would be in line with the main objective of the Leader + programme, i.e. to evaluate, promote and develop the potentialities of rural areas. The proposed project has not to be considered as an isolated initiative, since it completely fits into an articulated programme involving different actors from the private (companies of different sectors such as tourism, typical products, culture associations, environment association) and public (Regional Parks, Provinces, and the others Leader + municipalities) sectors, thus contributing to a transnational view. The following is a list of some of the main elements/assumptions/considerations to be taken as reference for the project. Some of them refer to general conditions, while some others are more strictly related to the wetlands area, object of the Leader + Programme. Anyway, also in that specific case, the peculiar aspects could be a contribution to raising questions and start identifying possible project opportunities:

The tourism industry is currently growing and changing. Demand registers a general increase, which affects particularly alternative and specialised tourism, and offer increases accordingly. The market shows a growing interest in sustainable and typical tourism, with special attention to quality services and an integrated tourist offer that includes all the aspects of the area of destination.

Nature-oriented tourist offers are becoming more and more popular, since they give visitors the opportunity to experience the landscape with its birds, wildlife, plants, traditions, culture, tastes and craftsmanship. Today's tourists look for a holiday where they can enjoy the landscape and experience rural traditions.

Tourists pay special attention to environmental safeguard and protection. They want to enjoy – rather than exploit- natural and environmental resources.

The regions covered by the project are characterised by common elements that need to be promoted, protected and marketed by means of "a single ideal green itinerary".

The participating regions share the uniqueness of their landscape and their impressive environmental and natural resources. Some of them are protected areas and Sites of Community Importance, others are part of the UNESCO World Heritage. Their fragile ecosystems need to be dealt with in a controlled and sustainable way, so they can become a chance of growth and development for rural areas, as well as a way to attract local entrepreneurs.

The network envisaged by the project will be based on natural elements, first of all on water, with all its natural and scientific implications, since it is water that, forcing its way through the land, creates a unique natural habitat that hosts a great number of both wintering and migrant birds. The rich wildfowl of wetlands has a strong tourist and economic appeal, while, at the same time, it needs to be protected and safeguarded. Consequently, along with traditional tourism, wetlands offer interesting alternatives, as tours on horseback, cycling tours and river tours.

During the planning phase, partner regions have worked to involve local actors, in order to make them understand the need to diversify economic activities and appreciate the potential of natural resources. Moreover, many of the involved regions host Parks, which monitor and

control economic activities, opening up new long term growth opportunities, where tourism plays a paramount role. The promotion of wetlands was already part of the planning phase of the LEADER Programme (see the transitional cooperation project "Environmental Education in European Parks", involving LAGs and Parks of the Po Delta in Emilia Romagna, of the Evros Delta in Greece, of the Ebro Delta in Spain and of the Natural Reserve of Kerkini in Greece).

This project has two main objectives:

- the creation of a network connecting regions and economic operators, in order to favour the exchange of experiences, offers and ideas
- the involvement of wetlands at European level, in order to create the first link in a longer chain of future working groups and targeted projects

#### **4.1.4. Solutions to possible problems**

Partner LAGs will carry out their tasks autonomously in management and operational terms, organising their own services and activities. They will abide by the relevant EU directives and regulations envisaged in additional measures for the regional planning with reference to their own LAP.

Each partner institution is responsible towards third parties and the relevant Authority for the actions carried out in its own territory . Consequently, any controversial issue on the territory shall be solved by the relevant partner institution. Each intervention, including complementary interventions, is independent, with the exception of joint initiatives carried out by the LAG DELTA 2000 as project leader.

Each partner LAG is therefore alien to contracts of any kind signed or to be signed by the partners with third parties and/or by the contractors they have selected. The leader LAG, the partner and their Administrative Authorities are responsible for monitoring the general development of the project. For any controversy the jurisdiction is held by the tribunal of the Province where the leader LAG has its seat.

#### **4.1.5. Financial agreement among participants**

1. LAG DELTA 2000 (I): the project is part of Section 2 "Support to Interregional and Transnational Cooperation", Measure 2.1 "Cooperation", Action 2.1.2 "Transnational Cooperation" of the Planning Additional Measure LEADER+ of the Region Emilia Romagna. As envisaged in the Additional Measure, the maximum contribution will amount to 70%, 80% for LAGs and subjects of collective interest.
2. LAG Oglio-Po Terre D'Acqua (I): the project is part of Section 2 "Support to Interregional and Transnational Cooperation", of the Programming Complement LEADER+ of the Region Lombardia. As envisaged in the Programming Complement and in the LDP (Local Development Plan of the Province of Cremona and the Province of Mantova) maximum contribution will amount to 70% for LAGs and subjects of collective interest.
3. LAG Aktiivinen Pohjois-Satakunta ry (FIN): The project is part of Section 2 to Interregional and Transnational Cooperation. Measure 2.1 Cooperation, of the Leader+ of the T & E Centre for Satakunta region (province of South Finland)
4. LAG Dimossineteristiki (GR): the project is part of Section 2 "Support to Interregional and Transnational Cooperation", Measure 2.2 "Cooperation among areas which includes more than two European countries ", Action 2.1.1.1 ' Co-operation in rural tourism issues' of the Planning Additional Measure LEADER+ of Evros. As envisaged in the Additional Measure, the maximum contribution will amount to 80%( E.U Contribution and national contribution)

Promotion and technical assistance activities to set up partnerships and draw up projects, as well as running costs will be managed directly by the leader LAG (LAG DELTA 2000).

#### **4.1.6. Resources management**

The sum given by the Region Emilia-Romagna to the LAG DELTA 2000 (leader) will be spent to carry out the interventions envisaged by the project.

The sum given by the Region Lombardia to the LAG Oglio-Po Terre D'Acqua will be spent to carry out the interventions envisaged by the project.

The sum given by the T & E centre for region Satakunta (Province of South Finland) to the LAG Aktiivinen Pohjois-Satakunta ry will be spent to carry out the interventions envisaged by the project.

The sum given by the Ministry of Agriculture of Greece to the LAG Dimossineteristiki will be spent to carry out the interventions envisaged by the project.

Any cost met by the leader LAG for joint initiatives and activities concerning the project will be divided among the partners and reimbursed.

The partners participating in the network can choose the promotional initiatives in which they intend to invest their resources (event, seat, newsletter, common promotional material, etc.).

#### **4.2. Description of the transnational cooperation project**

##### **4.2.1. Joint objectives and expected results for each Leader Group**

###### **Joint Objectives**

The proposal is to develop an integrated joint project with the following objectives:

- advertising and marketing wetlands as tourist destinations
- diversifying the offer of environmental tourism by introducing new ways to use natural resources (birdwatching, fishing tours, cycling tours, etc.)
- awareness raising among local actors with reference to the economic potential of an environmentally sound use of wetlands
- promoting and advertising the environmental resources of partner regions for tourist purposes, in order to encourage a stronger respect for the environment and its specific elements
- creating a network for the exchange of experiences for the joint advertising and marketing of the regions; the aim being the development of new professional figures connected with environmental tourism, the transfer of know how and good practices, the adoption of common strategies to solve possible controversies, the regular exchange of information on current projects, with a view to the transfer of projects and results and the implementation of future cooperation projects.
- marketing wetlands as tourist destinations at international level.

###### **Objectives of the LAG DELTA 2000 (I)**

The following initiatives will be carried out in the area of the LAG DELTA 2000 covered by the Local Development Plan for the promotion of the Po Delta in the Region Emilia-Romagna:

- promotion of a new form of tourism and a new way to experience the landscape: birdwatching
- common promotional and marketing offers to promote the Po Delta Park, the largest wetland area in Europe, as a tourist destination, while promoting all its different tourist products
- exchange of views with similar regions on the sustainable use of landscape through cycling tours, tours on horseback, boat tours, etc; as well as on the necessary professional skills for the development of environmentally sound quality tourist products
- awareness raising initiatives to show local actors the potential of the region, while encouraging the exchange and transfer of good practices among partner regions.

###### **Objectives of the LAG Oglio-Po Terre D'Acqua (I)**

The actions envisaged by the project for the area of the LAG are the following:

- Starting a scientific dialogue with the partners through the network, in order to exchange best practices and know-how in starting up some projects for a single routing system and improving access to natural sites and their infrastructures
- Introduction and promotion of new forms of tourism, as birdwatching
- Promotion and marketing of the specific natural resources of the areas at international level
- Promotion of the sustainable use of natural resources through environmental education actions to be carried out through the network and proposed by local parks and associations.

#### **Objectives of the LAG Aktiivinen Pohjois-Satakunta ry (FIN)**

The main objectives of the Finnish LAG are the following:

- Starting co-marketing actions within the network to jointly promote wetlands at international level and develop new environmental friendly tourist products
- Awareness raising initiatives to show local actors the potential of the region, while encouraging the exchange and transfer of good practices among partner regions.
- Starting exchange of experiences among local tour operators to bring about new cooperation forms and transfer of know-how among the LAGs, as well as promoting life long learning activities to be able to meet the changing needs of the market
- Starting a technical and scientific dialogue within the network in order to exchange best practices and pilot projects on sustainable landscape management

#### **Objectives of the LAG Dimossineteristiki Evros SA (GR)**

Through the actions of the project the LAG will carryout the following actions in its area:

- promotion of a new form of tourism and a new way to experience the landscape: birdwatching
- Starting co-marketing actions for the promotion of unique destinations rich in wildfowl as wetlands, while enhancing the specific characteristics of each partner area
- starting an exchange of experiences with similar regions on the sustainable use of landscape, as cycling tours, tours on horseback, boat tours, etc; as well as on professional skills needed to offer environmental friendly quality tourist products.
- awareness raising initiatives to show local actors the potential of the region, while encouraging the exchange and transfer of good practices among partner regions.

### **4.2.2. Description of the co-operation project**

#### **4.2.2.1. Content of the project**

The project consists in several "modules", which correspond to the stages of the project:

- Project Committee
- Issuing joint promotional material
- Creation of a newsletter and a web site to advertise interventions and projects on environmental tourism and birdwatching. This will encourage the exchange of experiences in economic and environmental terms.
- Organisation of international events on environmental tourism and birdwatching.

##### **Module 1. Project Committee**

A Project Committee will be set up with the participation of a representative for each LAG. LAGs will also have the opportunity to set up local steering committees to assess the consistency between project actions and local programmes. Local steering committees can meet according to local needs and to the procedures used by the relevant LAG. The Project Committee will supervise the implementation of the project, set up the programme for each action and monitor the progress. We foresee 3 coordination meetings. The first will coincide with the International Po Delta Birdwatching Fair -the fair of environmental tourism and birdwatching, followed by one mid-term meeting to be held within June 2005 to assess the progress of the activities, and a final meeting held within the end of 2006 at the completion of the project.

### Module 2. Issuing joint promotional material

In the framework of the project, participating LAGs can issue joint promotional material – brochures, catalogue of tourist packages, etc. – containing tourist information, which will be circulated in all the LAG regions, so as to bring about a multiplying factor beneficial to all LAGs. Eventually, material advertising holiday packages can be sent to tour operators. The first meeting in May will also be an opportunity to discuss promotional tools and identify contents, as well as to decide on how to distribute the material and identify common target markets for the new tourist products of wetlands. All LAGs will have to provide the necessary information to the leader LAG so as to create the necessary promotional tools. The leader LAG will draft some promotional material, which will then be discussed in the Project Committee.

### Module 3. Creation of a newsletter and a web site

A newsletter containing specific information about the specific aspects of wetland areas will be quarterly published. It will encourage the exchange of experiences and good practices among the partners and will be addressed to the operators of the sector – public institutions, private operators, associations, etc. - of the participating regions. The newsletter will provide information on projects, initiatives, itineraries, interesting information on environmental tourism, BW product and the environmental sector in general.

The following are some examples of topics likely to be dealt with in the newsletter:

- The gap between tourist use and environmental protection of areas hosting different bird species and possible solutions
- Birdwatching as an opportunity to diversify the offer of environmental tourism
- Birdwatching as a complement to other tourist products
- Creation of a joint web site for the promotion and marketing of special offers
- Alternative jobs in environmental tourism
- The international environmental tourism and birdwatching market
- Educational tours
- A special section for operators from different regions, who want to share strategies, marketing and promotional choices and the use of new technologies, discuss problems and issues, ask for assistance in finding new access to the market or propose joint activities...
- etc.

The contents of the newsletters will be discussed during the first meeting of the partners, which will take place during the event according to Action 4. The first issue of the newsletter can be published in 2005 – December. Another 3 numbers will follow in 2006.

The first meeting in May will be an opportunity to discuss the long term project for the creation of the web site "A Network of European Wetlands". The site will be operational from July 2005. It will also see the appointment of an action leader LAG and the definition of tasks and responsibilities for each participating LAG. All LAGs will have to provide the necessary information to the leader LAG so as to create the necessary information tools.

### Module 4. Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner.

International events concerning nature tourism and birdwatching will be organised in each partner country. These events will see the mutual participation of all partners. They will be accompanied by common and individual pilot modules in line with the objectives of the project.

#### COMMON PILOT PROJECT:

#### **PROJECT OF IMPLEMENTATION OF THE NETWORK**

aimed at the involvement of new partners. The objectives are:

- Exchange of best practices about projects, initiatives, procedures, etc. concerning themes related to the environment, tourism, rural development, agriculture
- Creation of partnerships to formulate new transnational cooperation projects
- Joint promotion of the partners' areas involved in the project

- Working-out of joint strategies and proposals about environment, tourism, rural development and agriculture in order to attract the attention about specific aspects at Community level.

The network aims at reaching the objectives through the following actions:

- Organization and mutual participation in seminars, conventions, workshops and events
- Creation of an electronic newsletter and a paper newsletter. The paper newsletter will be distributed by the LAGs of the Promoting Committee to the local stakeholders whereas the electronic newsletter will be spread through the network
- Start-up of a web site
- Issuing of joint promotional material among the interested partners
- Mutual exchange of promotional material and its distribution by each partner during targeted events
- Organization of workshops or working groups to deal with themes, problems, and/or specific conflicts in order to formulate methodologies of common intervention, proposals to be submitted to the proper organs of EU, possible guidelines, etc.
- Mutual pointing out of opportunities within Community Programmes for the formulation of transnational cooperation projects, as well as themes and proposals to define joint projects

#### PILOT MODULES BY EACH LAG:

#### ***LAG DELTA 2000***

##### *First International Po Delta Birdwatching Fair*

A leading Committee was founded with the participation of the Consortium of the Po Delta Regional Park, the Provinces of Ferrara and Ravenna, the Tourism Agency of Emilia Romagna Region, the Chamber of commerce of Ravenna e Ferrara, the municipality of Comacchio and DELTA 2000 to organise the "International Po Delta Birdwatching Fair- international fair of environmental tourism and birdwatching".

This international event provides a good opportunity to:

- jointly promote tourism in wetland areas for an international audience of tour operators
- give partners the chance to know the Po Delta area and have a first exchange of views on best practices and current projects
- start preparing promotional material, the structure of the newsletter and the web site
- favour dialogue and exchange of views among economic operators from the different regions through lectures, exhibitions, workshops, photographic exhibitions, tourist and sport rallies, educational activities and environmental training.
- encourage a scientific dialogue among ornithologists, biologists and natural scientists on the protection, management and enhancement of wetland areas from the technical point of view, as well as among experts of marketing, joint projects and promotional activities for environmental tourism and innovative tourist products.

The programme of the event includes:

- congress on protected areas and eventually a workshop to set up the Network of European Wetlands;
- congress and seminars for birdwatchers and ornithologists,
- Lectures and other events, such as presentations of local areas and projects in the tourist and environmental field.
- Guided tours to the Delta sites. Birdwatching in the natural areas of the Po Delta Park guided by experts and tours to visit tourist structures on the sites
- Showing of films and images on the involved wetland areas
- Photographic workshops with photographers and natural drawers expert in drawing landscapes, flora and fauna
- Sport rallies for environmental friendly products in wetland areas, as cycling tours, tours on horseback, canoeing, halieutics

A communication and press office has been set up for the international event, since the international market is the target at which partner regions aim. The event will attract the interest of journalists and experts at European level.

The organisation of the event will mainly be carried out by the leader GAL. The partners will contribute to organisational costs according to the relevant projects. They can also take part in any phase of the event, as well as in the additional activities that will see the involvement of

journalists, public and private operators, photographers, landscape management and marketing experts, tour operators, ornithologists, environmental associations, sport groups ...

Participation in the painting competition Luonto

DELTA 2000 will promote the painting competition "Luonto" realised and coordinated by the partner Aktiivinen Pohjois-Satakunta ry by the schools of the area of the delta emiliano-romagnolo. The action is aimed at raising awareness among students and teachers about wetlands environment and Po Delta natural aspects. Schools and students will be encouraged to present drawings and pieces of art portraying particularities of the landscape. The works will compete in the painting competition "Luonto" and will form an itinerant exhibition which could be displayed in the LAGs area during specific events.

**LAG OGLIO-PO TERRE D'ACQUA**

- Structural events: paths, rest areas, birdwatching facilities. A single road system is about to be finalised (see. PSL Action 1.4), with preferential access structures and boards with landscape description. This action aims at enhancing the natural heritage through user-friendly structures targeted at sensitive users and promoting nature tourism in the area. Production of promotional material on the territory.
- Census of birds and creation of a laboratory of shapes and sounds to raise young people's awareness about birds and protection of the natural heritage.
- Participation in the International Po Delta Birdwatching Fair in pursuit of the above-mentioned objectives.

**LAG AKTIIVINEN POHJOIS-SATAKUNTA RY**

- Publishing promotional material and leaflets
- Publishing tourist maps and pocket guides
- Creation of web sites on nature tourism in the area of Nord Satakunta
- Marketing actions
- Study on the promotion of nature tourism in the LAG's area
- Seminary on nature tourism
- Creation of experimental tourist packages
- Actions aimed at encouraging new entrepreneurs in the field of nature tourism
- Training courses for guides specialised in wetlands
- Participation in the organisation of an international painting contest for young people of different age, in order to help them become familiar with the natural environment , encouraging them to watch nature and reflect upon it in an active way. This contest will also enable a first cultural exchange between teachers and schoolchildren of the participating LAGs.
- Participation in the International Po Delta Birdwatching Fair (May 2004) and other events organised by partner LAGs.

**LAG Dimossineteristiki Evros SA**

- Organisation of local events on nature tourism
- Marketing actions on nature tourism
- Organisation of a conference on nature tourism
- Production of promotional material
- Production of CDs containing photographs and sounds of the Evros Delta
- Participation in the International Po Delta Birdwatching Fair (May 2004) and other events organised by partner LAGs

**4.2.2.2. Link between the project and the main objective of the LDP**

The project is part of the Local Development Plans drawn up by the partner LAGs.

The following is a list of the main objectives developed by the different partner LAGs:

1. LAG Delta 2000: the main objective of the LAP LEADER+ of the Po Delta in the Region Emilia Romagna envisages the enhancement of local natural and cultural resources, with particular reference to the creation of a "new culture of the Park" through the promotion of environmental friendly products and services.

2. LAG Oglio-Po Terre D'Acqua (I): The Local Action Group Oglio – Po “Terre d’Acqua” has selected “**enhancement of environmental and cultural resources**” as its **main theme**. The objective is the promotion of wetlands by means of cultural activities. A low-impact, sustainable use of the landscape is a necessary prerequisite to raise environmental awareness and respect for nature. Achieving these intermediate goals will increase the common needs for active conservation of the natural heritage. The project’s main objective is striking a balance between the social use of natural areas on one hand and their conservation on the other, finding solutions that do not affect the natural component.
3. LAG Aktiivinen Pohjois-Satakunta ry (FIN): the main objective of the LAP Leader+ of Aktiivinen Pohjois-Satakunta ry is to express the positive factors of the area: closeness to nature, safety and the cultural strenght. Particular reference is given for promotion of natural resources and the possibility to have good means of livelihood in the sector of entrepreneuril activities regarding natural tourism.
4. LAG Dimossineteristiki (GR): the main objective of the LAP LEADER+ of Dimossineteristiki in Evros is the protection and the exploitation of the natural and cultural heritage. Our goal is the support of actions for protection, development and rational exploitation of the natural and cultural heritage, with special concern to the sustainable development of the areas with special beauties (network natura 2000) and the preservation and promotion of the cultural heritage and tradition, with parallel upgrade, renovation, restoration of traditional elements of the structural environment.

#### **4.2.2.3. Compliance – eligibility of the actions –with reference to the Planning Additional Measure**

1. LAG DELTA 2000 - Regione Emilia Romagna: Regione Emilia Romagna: the project is in line with the Planning Additional Measure of the Region Emilia-Romagna, with reference to Action 1.2.1 “Promotion of the landscape”, which aims at identifying effective promotional and marketing strategies and organising, implementing and co-financing the necessary actions and tools. Particular importance is attached to the action aimed at the creation of partnerships for new tourist products. Consequently, the focus will be on integrated and specific tourist products with reference to wine and food offer, cultural offer, birdwatching, environmental education, cycling tours, tours on horseback, boat tours and tourism linked with waterways in general. New targeted partnerships well be established to create new tourist products or promote emerging products in the Delta area that still lack the necessary structures.
2. LAG Oglio-Po Terre D'Acqua - Region Lombardia: Measure 1- “Rural Tourism”, Action 4 – “Creation of a Unique Routing System” of the Local Development Plan of the LAG Oglio – Po “Terre d’Acqua” aims at promoting tourist offers for Birdwatchers and deals with the issues concerning the management of natural heritage. This Action, currently in progress, will result in a series of local thematic itineraries and routes– environmental, gastronomic itineraries, etc. In order to come up with a complete tourist offer, meeting the needs of eventual users, it is necessary to deal with the issue concerning the gap between use and conservation of wetlands, probe into fundamental issues – environmental and naturalistic – and find the best way to enhance them.
3. LAG Aktiivinen Pohjois-Satakunta ry - Province of South Satakunta: The project is in line with the Regional Planning Document of Satakunta region (province of South Finland) with refence to the Action 4.2. Entrepreneurship and livelihood ,Action 4.4." Culture and travelling", Action 4.7. Countryside.
4. LAG Dimossineteristiki - Eastern Macedonia-Thrace: These actions enlisted in the general philosophy of the development of the area, in the way it is expressed in the 3<sup>rd</sup> Regional Program 2000-2006 in the region of Macedonia and Thrace, and in other different initiatives and programs of National –Regional and Local range.

#### **4.2.2.4. Innovation level**

The following aspects contribute to the innovation level of the project:

- a targeted and specific cooperation on wetland areas,
- the proposal – at international level - of a tourist destination that goes beyond a region, a single product or neighbouring areas to include a vast range of regions, which are geographically far but share the commitment to promote natural resources and market tourist offers,
- the first great event on environmental tourism and birdwatching at international level,
- the identification of an innovative product - birdwatching - bridging the gap between different ways to live the landscape,
- the close cooperation of the partners in setting up strategies and actions matched by their autonomy in adapting actions and activities to their own needs.

#### **4.2.2.5. Indicators of results and performance with reference to specific and operational objectives.**

The following indicators are proposed to monitor the project. The values are intended as global, is not otherwise specified:

- n. 3 meetings and seminars in the region of each participating partner
- n. 36 participants in the meetings;
- n. 150 quotations
- n. 5000 involved enterprises;
- n. 4 newsletters;
- n. 10.000 recipient of the newsletter;
- n. 35.000 joint promotional publications;
- n. 5.000 visitors to the web site;
- n. 4 new events;
- n. 1 learning module for schools

#### **4.2.2.6. Project's Complementarity to the Programme of the EU Initiative Interreg III or other current programmes**

- The main objective of the new phase of Interreg III is the reinforcement of economic and social cohesion in the European Union, promoting transnational and interregional cooperation on one hand and a balanced development at local level on the other. In the framework of Interreg III, DELTA 2000 participates in a programme for the promotion of waterways in natural areas marked by the presence of rivers and other waterways. In the framework of the VPQ - R&S DELTA 2000 is currently implementing a co-operation programme to draw up a model for the harmonisation of the safeguard of protected species with economic activities. In particular, DELTA 2000 deals with the issue in wetland areas, where there is the need to find a balance between fishing and aquaculture on the one hand and the safeguard of protected bird species as the cormorant on the other.
- Dimossineteristiki: The main objective of the new phase of Interreg III is the reinforcement of economic and social cohesion in the European Union, promoting transnational and interregional cooperation on one hand and a balanced development at local level on the other. Cause of our geographical position, we have a co-operation with countries like Bulgaria and Turkey, The river Evros is the border between Greece and Turkey and we have submitted proposals which are related with that area, the protection of the physical area, facing problems who are related with pollution, protection of rare species of birds that live in the Delta of Evros and other.

#### **4.3 Description of the attended effects of the project in terms of realizations, results, impacts, and their justification referring to:**

- **employment:** The project is expected to have indirect effects on the employment in terms of job creation and income opportunities, thus contributing to the economic and social welfare on the regional scale. Supporting the sustainable use of natural resources and promoting them in terms of opportunities, actions will be undertaken to stimulate the creation of new and alternative jobs (mainly services for tourism) specialising the territorial offer and increasing its competitiveness on the external markets.
- **Economic growing:** improvement of the economic conditions of the involved rural areas through the creation of new job opportunity, rising from the sensitizing actions for a sustainable exploitation of natural resources, and the introduction of new tourism products such as birdwatching which will come out with the promotion in new markets. The cooperation among private and public subjects for the sustainable development of the protected areas will result in long term benefits for the local economy.
- **Innovation:** creation of a network among actors working in fragile wet areas as a co-operation tool, achievement of concrete actions, exchange of experiences, ideas, best practices.
- **transferability:** transfer of know-how, best practices, and experiences among partners through the network, aimed at enlarging it and at encouraging the set up of new groups for the creation of specific project for the enhancing of wetland areas.
- **Tangible effects on the territory:** improvement of the visitors, qualification of the local offer, promotion and marketing of the wetland areas, improvement of the relationship among public and private actors operating in fragile and protected areas such as the wetlands.

#### 4.4 Financing the project. Co-financing and resource gathering

- Region Emilia – Romagna: The project will be carried out within the framework of Action 2.1.2 "Transnational Cooperation", as part of the implementation of the LAP LEADER+ of the Region Emilia-Romagna, for which a maximum contribution of 80% of the total cost foreseen. Therefore, for the part to be carried out in the Region Emilia-Romagna, the participating institutions are co-financing the project (Promoting and institutional committee)
- Region Lombardia: The project will be carried out within the framework of Section 2 "Transnational and Interregional Cooperation", as part of the implementation of the Complemento di Programmazione of the Region Lombardia. Public contribution amounts to 70% of the whole. The Regional Authority will approve the Projects presented by regional GALs within March 31<sup>st</sup>.
- T & E Centre for Satakunta region (South Finland Province): The project will be carried out within the framework of Action 2.1.2 "Transnational cooperation". The contribution will be 85% of the total cost for LAG. The contribution of 15% are co-financed by private entrepreneurs and associations.
- Dimossineteristiki: the project is part of Section 2 "Support to Interregional and Transnational Cooperation", Measure 2.2 "Cooperation among areas which includes more than two European countries ", Action 2.1.1.1 ' Co-operation in rural tourism issues' of the Planning Additional Measure LEADER+ of Evros. As envisaged in the Additional Measure, the maximum contribution will amount to 80%(60% E.U Contribution and 20% national contribution) and the private sector will contribute 20%( Dimossineteristiki Evros S.A)

**Summary and general financial plan for the cooperation project**

<i>List of participating LAGs</i>	<i>Foreseen operations</i>	<i>Cost (Euro)</i>	<i>Type of financing – including Leader financing through the structural funds (EURO)</i>		
			<i>EU</i>	<i>National Public sector</i>	<i>Private sector</i>
LAG 1. DELTA 2000	1. Project committee	16.250,00	5.980,00	7.020,00	3.250,00
	2. Issuing and joint promotional material	4.000,00	1.472,00	1.728,00	800,00
	3. newsletter e sito web	1.500,00	552,00	648,00	300,00
	4. Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner	197.300,00	72.606,40	85.233,60	39.460,00
<i>TOT DELTA 2000</i>		219.050,00	80.610,40	94.629,60	43.810,00
LAG 2. OGLIO-PO TERRE D'ACQUA	1. Project committee	15.500,00	7.750,00	7.750,00	0,00
	2. Issuing and joint promotional material	4.000,00	1.400,00	1.400,00	1.200,00
	3. Creation of a newsletter and a web site	1.500,00	525,00	525,00	450,00
	4. Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner	159.000,00	53.325,00	53.325,00	52.350,00
<i>TOT OGLIO-PO TERRE D'ACQUA</i>		180.000,00	63.000,00	63.000,00	54.000,00
LAG 3. AKTIIVINEN POHJOIS- SATAKUNTA RY	1. Project committee	3.900,00	3.510,00		390,00
	2. Issuing and joint promotional material	4.000,00	3.600,00		400,00
	3. Creation of a newsletter and a web site	1.500,00	1.350,00		150,00
	4. Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner	82.053,00	73.848,00		8.205,00
<i>TOT AKTIIVINEN POHJOIS-SATAKUNTA RY</i>		91.453,00	82.308,00		9.145,00
LAG 4. DIMOSSINET ERISTIKI EVROS SA	1. Project committee	9.550,00	5.730,00	1.910,00	1.910,00
	2. Issuing and joint promotional material	4.000,00	2.400,00	800,00	800,00
	3. Creation of a newsletter and a web site	1.500,00	900,00	300,00	300,00
	4. Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner	20.300,00	12.180,00	4.060,00	4.060,00
<i>TOT DIMOSSINET ERISTIKI EVROS SA</i>		35.350,00	21.210,00	7.070,00	7.070,00

	TOTAL	525.853,00	247.128,40	164.699,60	114.025,00
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#### 4.5.1. Global time schedule of the phases of the project per year

Concise description of the phases of the project	Year 2004	Year 2005	Year 2006	Year 2007
Module 1 - Project Committee				
Module 2 - Issuing joint promotional material				
Module 3 - periodical newsletter				
Module 4 - Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner				

#### 4.5.2. Founding time schedule of the phases of the global project per year

Concise description of the phases of the project	Year 2004	Year 2005	Year 2006	Total cost per phases of the project
Module 1 - Project Committee	0,00	20.000,00	25.200,00	45.200,00
Module 2 - Issuing joint promotional material	0,00	0,00	16.000,00	16.000,00
Module 3 - periodical newsletter and website	0,00	2.000,00	4.000,00	6.000,00
Module 4 - Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner	200.000,00	150.000,00	108.653,00	458.653,00
<b>Cost forecast for each year-tot: Euro</b>	<b>200000,00</b>	<b>174005,00</b>	<b>155859,00</b>	<b>525853,00</b>

*(the breakdown of costs by year is indicative)*

#### 4.5.3. Physical time schedule of the phases of the global project per year

Concise description of the phases of the	Year 2004	Year 2005	Year 2006
Module 1 - Project Committee	n. 1 meeting n. 12 participants	n. 1 meeting n. 12 participants per meeting	n. 1 meeting n. 12 participants per meeting
Module 2 - Issuing joint promotional material		n. 17.500 joint promotional publication (brochures, posters)	n. 17.500 joint promotional publication (brochures, posters)
Module 3 - periodical newsletter and website	n. 5.000 enterprises	n. 1 newsletter n. 2.500 recipients of the newsletter n. 2.000 visitors to the website n. 2.000 involved enterprises	n. 3 newsletter n. 7.500 recipients of the newsletter n. 8.000 visitors to the website n. 7.000 involved enterprises
Module 4 - Organisation of international events on nature tourism and birdwatching, as well as other actions concerning nature tourism in the territory of each partner	n.1 event n. 5 seminars and congresses n. 100 participants per meeting n. 150 quotations	n. 1 learning module for schools	