PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Investment priority 6c: Conserving, protecting, promoting and developing natural and cultural heritage

Specific objective 3.1: Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

Expected result: aims at reaching a higher level of sustainable economic and territorial development by exploiting the potentials of the natural assets and cultural heritage while preserving them and increasing their value

Result indicator 3.1: Seasonality in tourism in the programme area

Types of actions:
- Actions aimed at increasing the value of natural and cultural heritage by developing and implementing protection and promotion measures;
- Actions aimed at fostering economic development by sustainable tourism or other activities based upon natural and cultural heritage protection and promotion;
- Actions aimed at decreasing the human pressure to natural and cultural heritage sites.

Examples of Actions:
- development of cross border cluster of sustainable products typical of the area;
- development of marketing/ commercialization programmes for common and sustainable Adriatic products, integrating territorial services and piloting matchmaking actions (common branding included);
- support the valorisation of rural and minor natural – cultural sites by enhancing the linkage with coastal and nautical / boat tourism;
- development / enhancement of less targeted tourism itineraries link to common thematic destinations also to reduce pressure on main sites;
- support to cooperation actions for enhancing human resources in the field of sustainable tourism, natural and cultural heritage awareness and valorisation;
- development of cooperation strategies for management of preservation and valorisation of natural and cultural heritage (also by reducing human pressure and seasonalization);
- support for the knowledge and usability of the cultural and natural heritage destinations by all types of visitors including people with disabilities, improving accessibility, information, sustainability awareness, smart use of ICT;
- protection and promotion of common cultural heritage by analysis, digitalization, archiving and data sharing (i.e. virtual museum);
- protection and promotion of old crafts and tradition (e.g. historical boats sector) by mean of training and awareness raising actions;
- enhancing the cultural heritage through research activities and restoration of quality sites for territorial development.

Output indicators:
3.1O1 - Cultural and natural heritage sites promoted;
3.1O2 - Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism);
3.1O3 - Natural and cultural heritage destinations with improved accessibilities (e.g.: to disabled tourists, virtual tourists etc.) in place;
3.1O4 - Beneficiaries with ecolabel/green certification.

Target Groups:
- general public;
- local, regional and national public authorities;
- public service providers;
- cultural and natural heritage management bodies;
- regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector);
- associations, regional innovation agencies;
- NGOs;
- education and training organisations as well as universities and research institutes.

PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Investment priority 6d: Protecting and restoring biodiversity and soil and promoting ecosystem services, including through Natura 2000, and green infrastructure

Specific objective 3.2: Contribute to protect and restore biodiversity

Expected result: For the SO 3.2, the main change sought is a strengthening of the management and protection of ecosystems and the cooperation between public actors/ managers of the protected areas in order to increase environmental benefits and to provide economic and employment opportunities

Result indicator 3.2: Excellent conservation status of habitat types and species of Natura 2000 sites in the programme area

Types of actions:
- Actions aimed at improving the knowledge base, data and monitoring systems for protecting biodiversity and ecosystems;
- Actions aimed at supporting the restoring of biodiversity.

Examples of Actions:
- development of models for species monitoring and sustainable fisheries models testing for their protection;
- analysis of feasibility for setting up CB protected marine areas;
- development of innovative models and systems for increase the marine environment knowledge also through establishment of common platform for marine research, survey habitat-biodiversity mapping, networking to gather and process data related to the sustainable development;
- development of tools for integrated management of the sea, coastal and river environment and of cross-border natural resources (i.e. coordinated Maritime Spatial Planning (MSP) and Integrated Coastal Management (ICM);
- actions aimed at reducing and preventing the environmental risk of alien species introduction due to the ballast water discharge;
- joint piloting of restoration actions for specific endangered species in the Adriatic basin;
- joint development of tools/ methods for degraded, damaged, destroyed habitats restoration (coastal dunes, etc.).

Output indicators:
- 3.2O1 - Natural ecosystems supported in order to attain a better conservation status;
- 3.2O2 - Monitoring systems and data collections for protecting biodiversity and ecosystems put in place;
- 3.2O3 - Restoration actions supporting endangered species;
- 3.2O4 - Integrated management systems (sea, coastal and river environment) put in place.

Target Groups:
- general public;
- local, regional and national public authorities;
- protected areas/ natural heritage management bodies;
- regional and local development agencies;
- associations;
- NGOs;
- education and training organizations as well as universities and research institutes.

PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Investment priority 6f: Promoting innovative technologies to improve environmental protection and resource efficiency in the waste sector, water sector and with regard to soil, or to reduce air pollution

Specific objective 3.3: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

Expected result: To improve the quality of the water of the sea by using innovative technologies in waste management and treatment, as well as new integrated approaches in facing several problems, including the emerging issue of marine litter

Result indicator 3.3: Quality level of coastal bathing waters (according to the dir. 2006/7/CE)

Types of actions:
- Developing, demonstrating and implementing small-scale innovative environmental friendly technology actions and approaches;
- Innovative actions aimed at improving the knowledge on the environmental quality.

Examples of Actions:
- implementing innovative common spatial information systems on ecosystem components and human uses and activities;
- actions aimed at using green technologies for reducing and preventing all possible kinds of pollution deriving from transport and port activities;
- support cooperation among different sectors for the development of new possibilities of recycling marine litter and development of a CB strategy to assess, prevent and reduce marine litter pollution in the area;
- promoting joint innovative solutions for the protection and efficient use of water resources;
- pilot actions for the implementation of technologies aimed at contrasting marine debris (radar, sensor platform, managing of multispectral data, solutions to prevent marine debris);
- transfer of knowledge and exchange of experience on innovative (green) technologies solutions to improve efforts of different actors in protecting;
- the water, air and soil, contingency planning and promoting resources efficiency.

Output indicators:
- 3.3O1 - Environmental friendly technological solutions (and approaches) implemented;
- 3.3O2 - Knowledge systems put in place.

Target Groups:
- general public;
- local, regional and national public authorities;
- regional and local development agencies;
- SMEs and business supporting organizations;
- associations, innovation and environmental agencies;
- NGOs;
- education and training organizations as well as universities and research institutes.