

D4.2.4

SMART ACTION PLAN

For preservation, valorisation, and management of
natural and cultural heritage of Colli Euganei
Regional Natural Park

November 2022

1

1

Table of contents

1. Introduction	3
1.1. The TAKE IT SLOW Project and the present document	3
1.1.1. Brief introduction on the The TAKE IT SLOW Project	3
1.1.2. The present document: the Smart Action Plan of Colli Euganei – Veneto Region	4
1.2. The geographical area of the Veneto Region Smart Action Plan: Colli Euganei Regional Natural Park	5
2. Description of the challenge	7
2.1. The policy instruments	7
2.2. Understanding the project area cultural and natural heritage	9
2.3. Defining key issues and challenges for the coming period	11
3. General goals and measures for the future	13
4. Action Plan Table	16
5. Conclusion	26
6. The list of projects	27

1. Introduction

1.1. The TAKE IT SLOW Project and the present document

1.1.1. Brief introduction on the The TAKE IT SLOW Project

The TAKE IT SLOW project aims at establishing, managing and promoting Adriatic Region as smart, integrated, sustainable, accessible, year-round, green and slow tourism destination of the Mediterranean based on accessible, protected, valorised and promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic regions.

The project covers a 36-month period and DNC, 11 project partners and 1 AP, which will trigger high-quality level of services and products of tourism value chain through smart specialization concepts, by stimulating innovation, knowledge, competitiveness, networking and CB partnership processes.

TAKE IT SLOW will develop a cross-border partnership platform of scientific, private and public sector with 120 actors, strategic framework, methodology, monitoring system, marketing & promotion of cross-border tourism destination focused on 10 cultural & natural heritages, 10 ecolabel/green certification obtained and promotion of sustainable tourism realized and 7 natural and/or cultural heritage sites with improved accessibility put in place.

The project will contribute to a more balanced seasonality of tourism activities on natural and cultural heritage sites in the project area and it will make natural and cultural heritage a leverage for sustainable territorial development.

The project uses a bottom-up approach with the involvement of local communities through the methodology of participatory process, in order to engage key stakeholders on local, regional and cross-border level in decision-making process for sustainable destination management.

In the field of the project, Activity 4.2. requires that PP develop an Action Plan/Report for each project area aimed at managing the preservation and valorization of natural and cultural heritage (also by reducing human pressure and seasonality). The Action plans, prepared for a period of at

least 3 years, have to define specific tasks and actions for pilot areas based on joint natural and cultural heritage, the responsibilities of each PP, time horizon and resources allocations. The Action plans have to be the result of a participatory, innovative and inclusive approach, by involving local stakeholders in each pilot area.

1.1.2. The present document: the Smart Action Plan of Colli Euganei – Veneto Region

According to Activity 4.2., the present document is the Smart Action Plan designed by the Veneto Region specifically for the pilot area that the Region has identified, i.e. the Colli Euganei Regional Natural Park.

The document defines the goals to be achieved in the coming period for fostering sustainable tourism development of this natural area, while guaranteeing preservation and valorization of its natural and cultural heritage. It also identifies the policy instruments to be used and the activities and projects to be implemented within the given timeframe.

The document has been developed starting from the evaluation of the status of natural and cultural heritage and of tourism development in the area and from the involvement, through a participatory approach, of all main categories of local stakeholders (the institution managing the Colli Euganei Natural Park, local and regional public institutions, residents, experts, tourism businesses and operators, other private firms, associations and organizations having to do with natural and cultural heritage preservation and valorization, etc.) in order to understand their needs, issues and commitment. In addition, in order to know strategies, projects and actions already implemented and/or planned for next years, an overview of the main local and regional planning and regulatory documents (related to tourism development, utilisation and protection of natural and cultural heritage) has been carried out. In particular, in 2012 the Colli Euganei Natural Park obtained by Europark Federation the certification of the European Charter of Sustainable Tourism in Protected Areas and since then it has been engaged in the process of five-year renewal. With the support of the Veneto Region, the Park has recently approved the new Strategy and Action Plan for 2022-2026 in order to achieve the second renewal of the Charter.

This Smart Action Plan is therefore the result of the integration of this Strategy 2022-2026 and of some specific projects directly managed by the Veneto Region in this area for fostering sustainable tourism, focusing in particular on accessible and inclusive tourism and on environmental education. A description of the area of Colli Euganei Regional Natural Park is provided below, while the next chapters will detail challenges and issues, specific objectives, policy instruments and actions of the Plan.

1.2. The geographical area of the Veneto Region Smart Action Plan: Colli Euganei Regional Natural Park

The Colli Euganei Regional Natural Park, located in the Veneto Region and in particular in the Padua Province, is a protected area that was established in 1989. It covers an area of great geomorphological interest of approximately 18.694 hectares, characterized by hills of volcanic origin formed about 35 million years ago. The Park, inhabited by man since the Lower Paleolithic, includes interesting naturalistic and archaeological sites and ethnographic museums. Indeed, the territory is the result of the relationship between a geological substrate, a very particular geomorphological evolution and a story of human activity which, as mentioned, has very ancient origins.

The Colli Euganei Park extends a few kilometers from the city of Padua, over an area that includes all or part of 15 municipalities, with a total population of 111.498 inhabitants, of which about 50.000 residing within the boundaries of the protected area.

From the naturalistic point of view, Colli Euganei has a surprising number of plant species and a rather diversified environment in terms of type and number of animal species. The wooded areas are dominated by large areas of Mediterranean scrub, chestnut and oak woods, and part of Colli Euganei territory also falls within the Special Protection Areas of the Veneto Region which has been identified within the Natura 2000 Network ("IT3260017 Euganean Hills- Monte Lozzo-Monte Ricco"). There are over 200 trails, 26 of which are mapped by the Park Authority and equipped of adequate signage. This valuable natural heritage is integrated with an equally valuable cultural heritage dating from the Paleolithic to the Middle Ages up to the Renaissance: ancient stone villages,

important medieval fortifications, hermitages and monasteries, Venetian villas, historic gardens, surrounded by the quiet of fine vineyards and olive groves. This fascinating and precious landscape had been celebrated by great poets and writers such as Petrarca, Ugo Foscolo, Gabriele d'Annunzio, Dino Buzzati and Antonio Fogazzaro.

From the economic point of view, thanks to its volcanic origin and to a privileged climate, the territory of the Park is the cradle of a luxuriant agriculture, from which important eno-gastronomic productions derive, among which several DOC wines.

Tourism is another very significant activity, with a diversified range of tourism products. The Colli Euganei area is first of all known for being the largest and oldest thermal system in Europe, already appreciated in Roman times. Over the years, the traditional curative spa tourism product, that suffered a bad crisis since the 1990s, has been gradually innovated and integrated with the more modern wellness tourism. In addition, cultural, nature-based and food&wine tourism complete the tourism offer, although these products are not yet as well developed as spa and wellness tourism, but they have good potential.

In 2019 (the last year before Covid-19), there were almost 868 thousand tourism arrivals and 3 million overnight stays in the area of the Colli Euganei Park. Arrivals show a long-term growing trend (+78% in twenty years and +44% compared to 2009) and the last five years show a positive result both for the thermal system and the hilly territory. On the contrary, overnight stays follow a long decreasing trend period (-8% in twenty years), with a recovery in the last seven years (+11% compared to the minimum peak of 2012). Tourism demand is based mainly on national tourism, although foreign tourism is important (40% of overnight stays).

Regarding the accommodation offer, there are 533 establishments (113 hotels and 420 non-hotel accommodation) for a total of 21.415 beds (18.067 beds in hotel accommodation and 3.348 in non-hotel establishments).

In order to ensure sustainable tourism development, at the end of 2012 Colli Euganei Regional Natural Park obtained by Europark Federation the certification for the first phase of the European Charter for Sustainable Tourism, thanks to a participatory process based on the commitment of about 30 private and public subjects to promote actions for fostering tourism development and growth while at the same time safeguarding and protecting the precious natural and cultural

heritage. In 2018, the Park applied for the first renewal of the Charter and obtained the assignment for the following five-year period 2018-2022. At the same time, the actors involved expressed their willingness to continue along the path undertaken, by carrying out also the second phase of the Charter towards a certification of local tourism operators engaged in a virtuous cooperation with the Park. On 19 October 2021, the path towards the second renewal (2022-2026) of the European Charter for Sustainable Tourism was launched, thanks to the support of the Veneto Region and the TAKE IT SLOW project. As mentioned, the present Smart Action Plan is mainly based on the Strategy and Action Plan developed by the Park for 2022-2026, in order to continue its commitment towards the European Charter for Sustainable Tourism.

2. Description of the challenge

2.1. The policy instruments

Policy instruments are the tools which can be used by tourism decision- and policy-makers to overcome problems and achieve objectives. Policy instruments are crucial for the planning and management of local and regional development. As explained in the project document D.4.1.6., policy instruments can be divided into economic instruments, policies and administrative instruments, legal regulations and soft management approaches.

For the purposes of the TAKE IT SLOW project, related to the diversification of cross-border tourism offer based on natural and cultural heritage, from the above described policy instruments, the following ones were selected by project partners as relevant for interventions within the project.

- Revenue management (Economic instruments): application of disciplined analytics that predict consumer behavior at the micro-market levels and optimize product availability, leveraging price elasticity to maximize revenue growth and thereby profit, in order to sell the right product to the right customer at the right time for the right price and with the right pack.

- Policy planning (Policies and administrative instruments): development of a framework under which decisions on planning applications are made, in order to recognize and use comparative advantages in order to achieve sustainability.
- Collaborative and participatory approaches (Policies and administrative instruments): a tool in which everyone who has a stake in the intervention has a voice, either in person or by representation, in order to consider everyone's perspective and ensuring everyone's participation in planning process and decision-making.
- Site specific visitor strategies (Soft management approaches): general plans to achieve one or more long-term or overall goals under conditions of uncertainty, by describing how the goals will be achieved starting from available and limited resources. This policy instrument allows to manage visitor flows in natural and cultural sites in order to achieve sustainability.
- Monitoring and adaptive management (Soft management approaches): an iterative process through which greater understanding of natural resource systems can be developed and management approaches tested over time until the best management options are reached.

In particular, since the issues and challenges (see chapter 2.3) and the specific objects identified for tourism development in the Colli Euganei Regional Natural Park (see chapter 3), this present Smart Action Plan mainly focuses on three policy instruments, i.e. policy planning; collaborative and participatory approaches; and site specific visitor strategies. Indeed, the main actions identified and specified in the Colli Euganei Regional Natural Park Strategy and Action Plan 2022-2026 can mainly be associated to these three policy instruments.

Regarding policy planning, the strategy and Action Plan are defined and tailored in accordance to the European Charter for Sustainable Tourism in Protected Areas, which is a methodological tool and a certification that allows a better management of protected areas for the development of sustainable tourism. The Charter is based on 10 principles, that all participants involving in the process of the Charter sign and that inspire and guide all the actions planned in the Strategy.

Regarding the collaborative and participatory approach, The European Charter for Sustainable Tourism is based on local stakeholders' involvement and is open to anyone who wants to collaborate constructively with the Protected Area and build networking with other operators. Therefore, the Strategy for the development of sustainable tourism in the Colli Euganei Park was built using an

inductive approach, building on the experience gained by the "old shareholders" of the five-year period 2018-2022 and enhancing the perspective of potential new entrants. Opinions, criticisms and suggestions collected during the meetings on the territory have made it possible to build the new 2022-2026 strategy. A total of 62 local stakeholders have been involved: local Public Bodies, farmers, managers/owners of accommodation facilities and restaurants, local guides, cultural and environmental protection associations, local professionals and local development agencies. The involvement of these actors is continuous, by maintaining a direct contact and discussion throughout the course of the process, sharing the materials of the meetings, collecting stakeholders' opinion and contribution and trying to attract interest in participation also by subjects who had not joined the initiative during the initial phase.

Regarding site specific visitor strategies, the Colli Euganei Park is a natural protected area where visitor flows have to be carefully managed, in order to ensure natural and cultural heritage preservation. At the same time, the territory has interesting potential in term of tourism development and growth. As a consequence, the challenge is to implement actions and projects aimed at protection while at the same time allowing visitors to get to know and responsibly experience the park. Indeed, among the policy instruments that the Park Authority can adopt there is: the sustainable use of the park, the dissemination of environmental awareness among residents and visitors, the implementation of naturalistic education projects aimed at schools, the maintenance of the park networks and trails, promotional initiatives. Actions have to do with the development of diversified forms of integrated and sustainable use of natural, historical and cultural resources and landscape, through the organization of the visitor access system from the territorial context and the promotion of internal trails and itineraries.

2.2. Understanding the project area cultural and natural heritage

The state of the art related to natural and cultural heritage in the Colli Euganei Regional Natural Park is presented below. The assessment comes from the monitoring of the results carried out by the Park Authority for the previous Strategy 2018-2022 and from the discussion with local and

regional stakeholders during the participatory process aimed at the development of the new Strategy 2022-2026. The assessment of the state of art is important for the definition of policy instruments, future goals, actions and projects to be implemented.

Natural heritage

- The Colli Euganei area was formally recognized as a natural protected area in 1989, when the Colli Euganei Regional Natural Park was established. The management of the area is ensured by the Park Authority, which is recognized under public law and has legal personality.
- Being a Regional Park, the Park is regulated by the Law n.23 of 2018 of the Veneto Region for the reorganization and rationalization of regional parks. This new law, aimed at the management and operation of regional parks, pursues the goal of simplification, improvement and efficiency of the planning and managing procedures of the park authorities, always with a view to preserving and protecting the natural environment.
- Colli Euganei has a very rich and diversified naturalistic heritage. Hills, in their different slope and exposure, create very different micro-environmental situations, with a great number of plant and animal species, in particular when compared with the surrounding plain, although a certain impoverishment has occurred over time.
- The Park area includes the Special Protection Areas of the Veneto Region identified within the Natura 2000 Network with the identification code "IT3260017 Colli Euganei-Monte Lozzo-Monte Ricco".
- In almost the entire area of the Park, there is a very dense network of inhabited centers and urban settlements; as a consequence, human activities have to be balanced with natural preservation.
- Agriculture is highly developed, but it seems to remain at a good degree of balance, probably thanks to the initiatives (regulations and promotion) conducted by the Park Authority. However, in some areas, the extent, the growth rate and the agriculture typology lead to a transformation of the landscape not devoid of critical aspects.

- In the Park there is a network of 200 trails and itineraries, 26 of which are mapped by the Park Authority and equipped with adequate signage. Trails need regular maintenance, promotion and valorization in order to support nature-based, slow and bike tourism. At the same time visitor flows along these trails needs to be accurately managed in order to avoid excessive pressure on natural heritage.

Cultural heritage

- The Park authority is not only responsible for naturalistic preservation but also for the protection and promotion of the historical and cultural heritage.
- In the Colli Euganei area, cultural heritage is very rich in remains dating from the Paleolithic to the medieval era up to the Renaissance: archeological finds, castles and fortifications, monasteries and ancient churches, courtyards, medieval villages, historic villas and gardens built by Venetian nobles.
- Cultural heritage is rather well preserved, although visibility and accessibility – in term of opening hours, visiting opportunities and accessibility for people with special needs - are not homogenous. Accessibility, inclusion, networking among cultural sites and the development of diversified and innovative visiting experiences need to be better improved in order to promote cultural tourism.
- Cultural heritage includes also valuable food and wine productions, that needs to be better promoted and valorized also for touristic purpose.

2.3. Defining key issues and challenges for the coming period

Starting from the monitoring of the results carried out by the Park Authority for the previous Strategy 2018-2022 and from the discussion with local and regional stakeholders for the new Strategy 2022-2026, the following key challenges and issues, related to cultural and naturalistic heritage and to tourism development, have been identified for the coming period.

The issues and challenges can be summarized in a path of continuity, which takes up the strategic themes already dealt with in the past and proposes them under a new perspective, and a path of novelty, which identifies new themes for the development of sustainable tourism in the area.

- Control and surveillance of the territory in terms of preservation and maintenance of the naturalistic and cultural heritage and management of the different kinds of visitors, such as residents and local people, families, bike tourists, hikers, wellness tourists, cultural tourists, etc.
- Development of the tourism offer with particular attention to the aspect of innovation, diversification, inclusion and accessibility (for visitors with special needs).
- Development of integrated visiting experiences based on the networking among cultural and naturalistic sites and museums.
- Innovative projects for organizing and promoting events in a coordinated manner (art and culture, sport, etc.).
- Enhancement of the networking among tourist operators for better qualifying the tourism offer and of the dialogue with the local community for improving territorial awareness and visibility.
- Valorization of high-quality food and wine productions for touristic purpose, by supporting a more sustainable agriculture and the cooperation and coordination among farmers, local producers and tourism operators.

3. General goals and measures for the future

According to the state of the art and to the identification of issues and challenges described in Chapter 2, the general goals and measures for the coming period has been identified in order to guide the definition of the Strategy and of the Action Plan. As just explained, the goals are the positive changes that the Colli Euganei Regional Natural Park expects to achieve in the next period 2022-2026 for the renewal of the European Charter of Sustainable Tourism in Natural Parks, and are based on the identified problems and needs that were observed in the previous period, as well as new knowledge and new achievements.

In particular, opinions, criticisms and suggestions collected during the meetings on the territory have made it possible to build the new strategy 2022-2026, a vision for the next five years that sees 5 strategic axes. The efforts made by operators, associations, municipalities and the Park Authority for the development of sustainable tourism therefore focus on the management of the territory, on the reduction of the environmental footprint, on the growth of the local community and on the definition of a sustainable and seasonally adjusted tourism offer.

The 5 axes / general goals and the related measures are listed below and then further described in the Action Plan Table in chapter 4.

1. Enhancement of typical products and Colli Euganei cuisine, by coordinating resources and initiatives, with particular attention to organic, agroecological and certified products.
 - 1.1. Offer events and proposals that promote typical seasonal and/or territorial products - with particular attention to the sustainability of production - according to a shared annual calendar and with initiatives that involve Euganean restaurants.
 - 1.2. Promote the discovery of traditions and the maintenance of agricultural processes as a fundamental component of the story of the Euganean culture.
 - 1.3. Enhance the role of wineries and farms as points of reference during excursions.

2. Maintenance of the territory and management of the flow of the different kind of users and visitors (residents, bike tourists, families, etc).
 - 2.1. Take care of the regular maintenance of the trail network and the related signs, also through the involvement of associations and other subjects in the area.
 - 2.2. Activate projects for the knowledge, understanding and control of the flows of users and visitors in the different areas of the Park in order to identify specific itineraries/areas dedicated to the different targets, with regulation functions. Develop any tools dedicated to conflict reduction (sustainable transport services, parking, rest areas, maintenance areas and others ad hoc services).
3. Implementation of integrated experiences in order to network cultural sites, with particular attention to inclusion and accessibility.
 - 3.1. Stimulate the coordination of the offer (opening hours, transport and connections, services available) also through the proposal of days dedicated to the Venetian Villas, places of faith (religious site and itineraries), the museum system and villages.
 - 3.2. Use new technologies to increase accessibility to the territorial network through interactive contents, sensory experiences and other modes of use aimed at different abilities.
 - 3.3. Prepare dissemination and training actions for a conscious and respectful use of the values of the park and conservation.
4. Develop of innovative projects to organize and promote events in a coordinated manner: books, music, sport, wellness, crafts and traditions - immersed in spas and nature on foot, on bike, horse and boat.
 - 4.1. Collaborate with the local DMO "Terme e Colli Euganei" for a unitary and coordinated promotion linked to the protection of nature, safety, innovation, active well-being, slow tourism and local consumption.
 - 4.2. Identify and suggest experiences and itineraries that connect the different naturalistic and cultural attractions of the territory, valorizing bio-diversity, also in the exploration of landscapes.
5. Enhancement of the dialogue between tourism actors and of the relationship with the local community to improve awareness and visibility of the initiatives.

- 5.1. Improve the dialog and relations between Institutions, Economic Operators and Local Communities.
- 5.2. Re-launch the forum and the tourism business network established for the Phase 2 of the European Charter of Sustainable Tourism in Natural Parks, also towards a higher quality of the service offered and attention to one's own ecological footprint.

4. Action Plan Table

The following Action Plan table lists, for each goal, the actions identified for the Smart Action Plan. There are a total of 64 actions:

- 62 are based on the Strategy 2022-2026 adopted by the Park for the renewal of the European Charter of Sustainable Tourism in Natural Parks; among these actions, 14 are directly managed by the Park Authority, 9 by local public bodies, 19 by associations and 20 by private companies;
- other 2 actions (3.0 and 6.0) are directly handled by the Veneto Region and are of course consistent with the general goals of the Colli Euganei Park, since they focus in particular on improving accessibility and inclusion in cultural sites and on increasing young people awareness on environment.

Table 1 – Colli Euganei Regional Natural Park Action Plan Tables

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
1. Enhancement of typical products and Colli Euganei cuisine, coordinating resources and initiatives, with particular attention to organic, agroecological and certified products						
1.1	Experimental project "Viticulture"	Farm company Ca' Lustra	Kg of sustainable grapes produced	1.000Kg	29.000€	2022-2026
1.2	Herbarium "Colli Euganei Park"	Farm company Il Filo d'erba	N° of annual visitors	30 (at least)	6.400€	2023-2026
1.3	Project "Dinners in the vineyard" along the Colli Euganei Wine Route	Association Colli Euganei Wine Route and	N° of annual participants	420	54.000	2022-2026

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
		company Soluzione Eventi				
1.4	Project "GustiAmo I Colli Euganei"	Tour Operator Company Trekkin2thewild – Nature Travel	N° of new itineraries realised	3	25.600	2022-2026
1.5	Project "Parco amico delle api"	Park Authority	N° of educational initiatives organised	10	3.600€	2022-2023
1.6	Project "Colori e sapori di primavera e d'autunno"	Monselice Municipality and Association Pro Loco	N° of annual participants in the events	10.000	390.000€	2022-2026
1.7	Project "Il senso dell'Olio"	Farm company Monte Sereo	Implementation of a wine-shop within the planned timeframe	2026	51.600€	2022-2026
1.8	Project "Enoteca – Strada del Vino Colli Euganei – FAI Villa dei Vescovi"	Association Strada dei Vini Colli Euganei	N° of annual participants in the tasting events	160	31.500€	2022-2026
1.9	Project "Serprino WeekEnd"	Consortium Vini Colli Euganei	N° of wineries involved in the project	15	8.600	2022
1.10	Project "Antiche vendemmie e cene a tema"	Farmhouse Bacco e Arianna	- N° of annual participants in the ancient harvest – N° of annual participants in	- 40 participants in ancient harvest – 200 participants	21.600€	2022-2026

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
			the thematic dinners	in the thematic dinners		
1.11	Project "Agriexperience"	Company Lovino Tour Experience	N° of annual participants in the tour	20	7.500€	2022-2026
2. Maintenance of the territory and management of the flow of the different kind of users and visitors (residents, bike tourists, families, etc)						
2.1	Monitoring system Passo Fiorine access	Park Authority and Teolo Municipality	Implementation within the planned timeframe	2022	90.320€	2022
2.2	Project "Leave your car and experience the Park"	Cooperative society Idee Verdi	N° of people involved in the initiative	500	9.800€	2022-2026
2.3	Project "Leave no trace of your passage"	Hikers group association Severino Arigliano	N° of trails that are cleaned in a year	3	10.000€	2022-2026
2.4	Project "Experience the park"	Association Giovane Montagna	N° of participants in the trekking events	800	5.000€	2022-2026
2.5	San Martino Castle Bike	San Martino della Vaneza Castle	N° of bike experiences organised in a year	20	13.500€	2022-2026
2.6	Bicycle Lane Baone-Este and revalorisation of the Ginestre Park	Baone Municipality	N° of participants in the opening ceremony	400	519.600€	2022-2023

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
2.7	Valorisation and maintenance of the Park trail network	Park Authority	Km of trails that are controlled and maintained in a year	50	30.400€	2022-2025
2.8	Project "A sign for friend"	Association CAI	Km of trails that are controlled and maintained in a year	25	75.000€	2022-2026
2.9	Valorisation and maintenance of the Cascata Schiavonia trail	Teolo Municipality	Implementation within the planned timeframe	2023	50.000€	2023
3. Implementation of integrated experiences to network cultural sites, with particular attention to inclusion and accessibility						
3.0	Accessibility of cultural sites: 3D models, AAC communication and tactile maps	Veneto Region	- N° of cultural sites involved in the area or near the Park -N° of accessible tools realized	- 7 cultural sites - 12 accessible tools	45.000€	2022
3.1	Retraining of Valcaleona area	Baone Municipality	Opening of Valcaleona area within the planned timeframe	2024	9.600€	2022-2024
3.2	Project "Ancient navigation routes: the salt and sugar route"	Company Antiche Vie di Navigazione	Implementation within the planned timeframe	2026	3.000.000€	2022-2026
3.3	Revalorisation of Villa Mantua	Baone Municipality	Implementation within the	2023	1.609.600€	2022-2023

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
	Benavides and of the Colli Euganei Hostel		planned timeframe			
3.4	Annual Day for the Environment	Park Authority	N° of participants in the annual event	100	4.500€	2022-2025
3.5	The River Navigation Widespread Museum	Battaglia Terme Municipality	N° of annual visitors	4.000	50.000€	2022-2026
3.6	Project "An accessible park"	Park Authority	N° of annual travel package organised	1	6.200€	2022-2026
3.7	Project "L'Insolito Museo"	Association Lapis	N° of annual participants in the accessible visits	50	44.000€	2022-2026
3.8	Project "Mobilità e turismo inclusivo"	Company Ewayyy Ebike Rent & Adventures	N° of participants per event	10	28.960€	2023-2026
3.9	New piers for the Colli Euganei river	Company Antiche Vie di Navigazione	N° of accessible piers realised	5	960.000€	2022-2026
3.9	Project "Musei in rete"	Park Authority	N° of museums involved in the network	5	800€	2023-2024
3.10	Project "Termalismo tra storia e realtà"	GUBIOCE Gestione Unica Bacino Idrominerario Omogeneo dei Colli Euganei	N° of virtual / augmented reality viewers distributed in the "Termalismo"	238	12.400€	2022-2026

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
			museum and in the local schools			
3.11	Project "In cammino con l'autore"	Company Dovemiporti	N° of annual participants in the events	60	13.260€	2022-2024
3.12	Project "Verso una comunicazione integrata"	Cinto Euganeo Municipality	Publication of the call by 2022	2022	3.600€	2022
3.13	Project "Pechéte"	LAG Patavino	N° of school tours realised by 2023	3	130.000€	2022-2023
3.14	European Heritage Day and Environment Day	Cinto Euganeo Municipality	N° of school classes involved	2	15.600€	2022-2026
3.15	Project "Galzignano in 3D"	Park Authority and Galzignano Municipality	Increase in the annual number of visitors at the end of the project	+20% in comparison to 2021	44.400€	2022-2026
4. Develop of innovative projects to organize and promote events in a coordinated manner: books, music, sport, wellness, crafts and traditions - immersed in spas and nature on foot, on bike, horse and boat.						
4.1	Pink bicycle ride	Cooperative society A Perdiato and Baone Municipality	N° of annual participants in the event	50	7.000€	2022-2026
4.2	Valorisation of the territorial waterways	Rowing Club Il Bisato	N° of annual participants in the initiative	800	17.800€	2022-2026

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
4.3	Excursions in the Park respecting nature	Association Hike&Trek	N° of participants per month	20	13.500€	2022-2026
4.4	Project "Experiences to discover"	Company Henetos Route	Total N° of participants at the end of the project	1.000	47.000€	2022-2026
4.5	Project "Trekking e movimento naturale"	Company Dovemiporti	Total N° of participants at the end of the project	240	24.600€	2022-2024
4.6	Project "Dai Colli all'Adige"	LAG Patavino	- N° of guided visits organized within 2023 - N° of educational tours organized within 2023	- 12 guided visits - 4 educational tours	220.000€	2022-2023
4.7	Renewal of cartographic material	Park Authority	N° of copies printed per year	5.000	63.000€	2022-2026
4.8	Translation of information material and link to local tourist website	Park Authority	Implementation of activities within the planned timeframe	2023	8.400€	2022-2023
4.9	Renewal of wooden displays	Park Authority	N° of wooden displays realized	15	16.200€	2022-2023
4.10	Info-point	DMO Terme Euganee e Colli	N° of info-points realised	25	3.600€	2022

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
4.11	Project "Miele Millebuche"	Golf Club La Montecchia	N° of people involved per event	30	26.800€	2022-2024
4.12	Project "Sentieri Sonori"	Association Play	N° of annual events organised	5	125.000€	2022-2026
4.13	Project "Colli Euganei in bicicletta"	Tour operator Viaggiare Curiosi	N° of annual tourists involved in travel packages	1.000	85.000€	2022-2026
4.14	Project "Monselice, tra navigazione e gusto"	Monselice Municipality	N° of annual coupons distributed	1.000	1.200€	2022-2023
5. Enhancement of the dialogue between tourism actors and of the relationship with the local community to improve awareness and visibility of the initiatives						
5.0	Environmental educational activities for local primary schools: the book "Farsi Parco"	Veneto Region	N° of books realized	1	8.000€	2022-2023
5.1	Project "Microbiodiversity"	Butterfly Arc	- N° of articles in newspapers and magazines in a year - N° of speeches in TV in a year	- 6 articles - 4 speeches	37.000€	2022-2026
5.2.	Citizen Science Workshop for tourists	Park Authority	N° of projects of citizen science implemented in a year	1	4.800€	2022-2026

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
5.3	Sustainable “La Mugletta”	B&B Accommodation La Mugletta	% of energy autonomy	100%	44.100€	2023-2026
5.6	Press tour “Alla scoperta dei Colli Euganei”	Company Drago Press	- N° of journalists involved – N° of articles in the national press (newspapers, magazines, radio, TV, internet)	- 9 journalists – 15 articles	9.120€	2022-2026
5.7	Candidacy UNESCO MaB	Park Authority	Achievement of the UNESCO Mab by June 2024	June 2024	150.000€	2022-2024
5.8	Project “Agritourist... Verso la fase 2”	Agritourist Veneto	N° of associates involved	5	800€	2022-2026
5.9	Project “La ricettività termale nei Colli Euganei”	Association Federalberghi Terme Abano Montegrotto	N° of associates involved	10	4.000€	2022-2026
5.10	Project “Gocce Euganee.. oltre la fase 2”	Committee “Gocce Euganee”	Increase in the number of associates	+5%	32.000€	2022-2026
5.11	Project “Agenda to be”	LAG Patvino	N° of businesses participating in the seminars organised	20	22.000€	2022-2023

N°	Actions	Holders of implementation	Indicators	Target value	Implementation cost	Execution timeframe
5.12	Project “La fase 2 continua... verso la fase 3”	Park Authority	N° of travel packages organised within the planned timeframe	1	8.000€	2022-2026
5.13	Project “Un Forum CETS (European Charter of Sustainable Tourism in Natural Park) in evoluzione”	Park Authority	% of associates participating in the annual events	80%	21.000€	2022-2026
5.14	Involvement of CETS (European Charter of Sustainable Tourism in Natural Park) stakeholders in events, fairs, etc	Park Authority	N° of annual businesses participating in the events	5	10.400€	2022-2026

5. Conclusion

The Smart Action Plan presented in the previous chapter is very ambitious and rich in activities. It is mainly based on the Strategy 2022-2026 adopted by the Park for the renewal of its engagement in the European Charter of Sustainable Tourism in Natural Parks. Therefore, it is the result of the cooperation between the Park Authority, the Veneto Region and 40 different local entities, who have officially signed their engagement. In addition, 7 Local Public Bodies have decided to engage in this new challenge, 14 local associations and 26 private operators (accommodation, guides, restaurants, farms, etc.). As a consequence, this strong cooperation and the fact that the Park has already successfully implemented other two previous 5-year strategies can be considered as a guarantee of the ability to implement the actions and achieve the defined goals.

This Smart Action Plan is a continuation of the work already done in the previous years, but it also includes some innovation factors that take into account new times, new challenges that have emerged in the meantime and new partners. It can have the potential to support the sustainable development of tourism and more in general the economic, social and cultural growth in the Colli Euganei area, while preserving at the same time ecosystems and cultural heritage and without forgetting the important issue of accessibility and inclusion.

Of course difficulties could emerge. We think, for example, of the hard times we live in, with tourism and the general economy that are still facing the changes brought by Covid-19 and now the energetic crisis, which puts a strain on the budgets of private businesses but also of public bodies. In addition, the engagement and cooperation of local stakeholders, even if already tested in the past, could fail over time. As a consequence, the Park Authority but also the Veneto Region will have to keep the interest and the partnership constantly alive and regularly monitor the effective implementation of the actions.

6. The list of projects

The following sheets describe more in detail some of the projects already started and more related to smart specialization in tourism and to the valorization and development of cultural and natural heritage for tourism purpose. In particular, the focus is on the two projects that are directly handled by the Veneto Region and on some actions directly managed by the Park Authority.

Table 2 – List of projects

Name of the project:	Accessibility of cultural sites: 3D models, AAC communication and tactile maps
Description	<p>The project is implementing a set of accessible and inclusive tools in order to increase the accessibility of the cultural and tourist offer in the Colli Euganei Park area. The project has already selected and involved several Venetian Villas and other cultural sites, of which 7 are located in the municipalities included in the Park or in municipalities close to it. In particular, for each cultural site, one or more specific accessible tools will be realized in order to support visitors with special needs in visiting and experiencing the cultural site. These tools, which are addressed in particular to visitors with visual and cognitive disability, are tactile maps, 3D models and AAC (Augmentative and Alternative Communication) guides. The Venetian Villas and the specific tools realized are summarized below.</p> <ul style="list-style-type: none"> • Valsanzibio Garden – Battaglia Terme: tactile map and AAC guide of the garden • Villa Zaborra San Pelagio Castle – Due Carrare: 3D model, tactile map and AAC guide of the castle • Cini Castle / Monselice Rocca – Monselice: 3D model, tactile map and AAC guide of the fortress • Catajo Castle – Battaglia Terme: AAC guide of the castle • Villa dei Vescovi – Torreglia: AAC guide of the Villa • Petrarca House – Arquà Petrarca: AAC guide of the building • Montagnana old town – Montagnana: tactile map of the historical center

Leader and partners	Leader: Veneto Region Partners: the involved cultural sites
Budget and sources of funding	? Financed by the European Project Tourism4All
Duration	2022

Name of the project:	Environmental educational activities for local primary schools: the book "Farsi Parco"
Description	The project is developing and realizing a book that will be distributed to the pupils of the local primary schools located in the Colli Euganei Park area. The book, entitled "Farsi Parco" (Become Park), will take the form of a fairy tale specifically aimed at supporting the environmental education of the children. The project wants to increase the awareness of young people about the natural heritage of the Park, and more in general about the environmental issues and the importance to respect and protect nature and ecosystems.
Leader and partners	Leader: Veneto Region
Budget and sources of funding	? Financed by the European Project Take It Slow
Duration	2022-2023

Name of the project:	An accessible Park
Description	The Park Authority will organize and provide a safe and unique accessible experience for visitors with special needs, in particular down syndrome. The project envisages the organisation of a multi-day travel package to be carried out on an annual basis, with workshop activities and thematic itineraries, visits and excursions in the Park. The innovative character lies in the fact that the project wants to make people with disabilities themselves protagonists, through a training course and direct involvement in the activities of the tourist package.
Leader and partners	Leader: Colli Euganei Park Authority Partners: AIPD Association, Cooperative society "Idee Verdi", certified naturalistic-environmental guides
Budget and sources of funding	6.200€

Duration	2022-2026
Name of the project:	Citizen Science Workshop for tourists
Description	<p>Citizen Science or "Science of Citizens" means the direct involvement and active and conscious participation of people of different ages, education and social backgrounds in scientific research activities; a voluntary collaboration aimed at collecting data on biodiversity and at the same time an original experience not only for experts or passionate tourists but also for those visitors who want to approach science and nature for the first time.</p> <p>The Park will realize some "Citizen Science" experiences at the Visitor Center and the Botanical Garden of the Park. These experiences will be proposed within targeted tourist packages created with the help of the tourist operators involved in the phase 2 of the European Charter of Sustainable Tourism in Natural Parks.</p>
Leader and partners	<p>Leader: Colli Euganei Park Authority</p> <p>Partners: GIROS association, Tourist operators involved in the Phase 2 of the European Charter of Sustainable Tourism in Natural Parks</p>
Budget and sources of funding	6.200€
Duration	2022-2026

Name of the project:	Project "Musei in rete"
Description	<p>The Park Authority will support the creation of a network between the existing museums in the area, with particular reference to those managed by public bodies, in order to implement an integrated system to be offered to tourists and visitors to the area. The project is based on the involvement of the current museums owners and managers, as well as the local Destination Management Organisation. Among the possible initiatives to be implemented, there is a single ticket for all museums included in the network; a museum tour to be included in specific travel packages and a joint marketing promotion.</p>
Leader and partners	<p>Leader: Colli Euganei Park Authority</p> <p>Partners: Atestino National Museum, Padua Province, local municipalities, Pro Loco Associations, local DMO</p> <p>Terme Colli Marketing</p>

Budget and sources of funding	800€
Duration	2023-2024

Name of the project:	Valorisation and maintenance of the Park trail network
Description	<p>The Park Authority will carry out a series of regular activities to keep the official trail network of the Park usable by tourists, hikers and resident citizens. In particular:</p> <ul style="list-style-type: none"> • continuous monitoring of the overall state of the trail network; • implementation of executive interventions related to signage and ordinary maintenance interventions; • geofencing of the trails subjected to intervention; • coordination among all the associations involved in the projects.
Leader and partners	<p>Leader: Colli Euganei Park Authority</p> <p>Partners: CAI association and other local associations</p>
Budget and sources of funding	30.400€
Duration	2022-2025