

TAKE IT SLOW

Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow



Smart Action Plan

for the conservation, enhancement and management of the natural and cultural heritage of the pilot area “Valmarecchia”
- Casteldelci, Maiolo, Montecopiolo, Novafeltria, Pennabilli, Poggio Torriana, San Leo, Sant’Agata Feltria, Talamello, Santarcangelo di Romagna, Verrucchio

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1. Introduction

The TAKE IT SLOW project “Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” aims to enhance the Adriatic region as an integrated, sustainable, accessible, green and slow destination based on the correct management and promotion of natural and cultural, tangible and intangible heritage. All this through a “bottom-up” approach, encouraging local communities to address the impacts of the tourism industry and at the same time protect and promote the rich natural and cultural heritage of their territory.

A way to raise the awareness of local stakeholders on the importance of smart and slow tourism as a tool to generate innovation in the accessibility of information and services, in sustainable behaviors (environmental certifications, social planning and networking), in the digitization of cultural and creative heritage (optimization of the visit, interpretation centers) and in the travel experience (human contact, relations with local communities, attention to detail).

This Action Plan is the result of a series of participatory meetings conducted in the territory of the “Valmarecchia” pilot area to involve local stakeholders in “taking better care” and “having more attention on information, on others, on the emergencies of the territory” by improving the accessibility of the natural and cultural heritage: from infrastructures, to user-friendly information, passing through the optimization of the visit for the tourist, with particular attention to different skills and abilities.

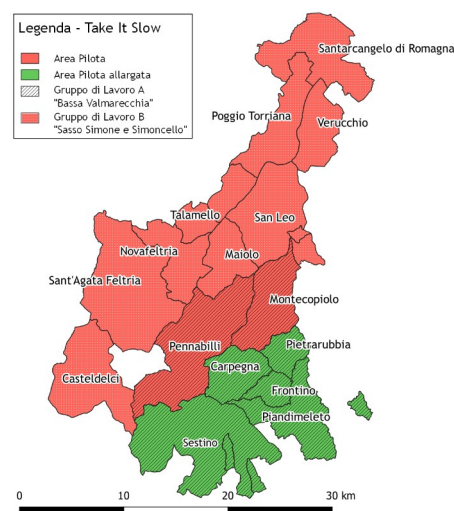
1.1. The Take It Slow project

According to what is reported in the project Application Form, TAKE IT SLOW aims to establish, manage and promote the Adriatic region as an intelligent, integrated, sustainable, slow and accessible tourist destination for the whole year, through the protection and enhancement of its natural and cultural heritage. The project partners will activate high quality services and products in the tourism value chain, through intelligent specialization concepts that stimulate innovation, knowledge, competitiveness, networking and cross border partnership processes.

TAKE IT SLOW wants to develop a community-based partnership platform of the scientific, private and public sector, a strategic framework, a methodology and a system for monitoring, marketing and promoting the tourist destination. The project must be implemented on the basis of a bottom-up approach with the involvement of local communities through a participatory process in order to involve the main stakeholders at local, regional and cross-border level in the decision-making process for the sustainable management of the destination.

1.2. The “Valmarecchia” pilot area

The following paragraph takes up the results of the work carried out by the Tourist Studies Center of Florence on behalf of Cat Confesercenti Emilia Romagna. The “Valmarecchia” pilot area is a border area between Emilia Romagna, Tuscany and Marche characterized by landscapes crossed by waterways and surrounded by villages that offer unique and refined typical products. A varied territory that ranges from the high mountains to the hills where you can admire monuments, castles, city walls and museums, but where you can also appreciate what the industriousness of the local population produces. Territories that have been able to strengthen their tourist relevance thanks to the numerous cultural and artistic events, but also the events for the enhancement of typical local products, to the point of connoting the uniqueness and refinement of local food and wine.



Moving on to a brief analysis of the local tourism context, on the supply side, the study shows the presence of 161 accommodation facilities offering a total of 2.262 beds; of the municipalities analyzed, Santarcangelo di Romagna has the highest number of structures (49) and Pennabilli the highest number of beds (432). Among the 19 hotels (783 beds), three (7) and four-star (7) hotels prevail; while of the 142 complementary structures (1.479 beds) 79 are B&Bs, 37 rental accommodations and 20 agritourisms. The offer is complemented by 2 campsites, 2 holiday homes, 1 youth hostel and 1 mountain hut.

On the tourist demand side, about 29.000 tourists arrived in 2020 who spent over 60.000 nights in the pilot area; the average length of stay was therefore 2,1 nights. In 2019, pre-covid, arrivals were about 50.000 and presences exceeded 102.000 units (about 85% from national tourism). The nights spent in a hotel accounted for 63% of the total number of visitors in the area, with 4-star hotels hosting 80% of these overnight stays. The distribution of presences in the complementary sector is more uniform: 34% in B&Bs, 25% in rental accommodation, 24% in agritourisms, 17% in other structures (campsites, hostels and holiday homes).

As for the seasonality of the tourist movement, the greatest concentration of flows is found in the two summer months of July and August. Net of this summer peak, deepening this analysis with respect to the origin of the guests, it is possible to observe how Italian tourists are distributed fairly evenly in the other months of the year, while foreigners have a more pronounced seasonality that goes from May to September. The main areas of origin of Italian demand are the regions of the North East (Emilia Romagna and Veneto in the first places), followed by the North West area (especially Lombardy and Piedmont), Central Italy (Lazio, Marche and Tuscany) and the Southern regions and the Islands (Puglia and Campania). The first data on the 2021 season (provisional data) indicate a decisive recovery in flows: +35% in arrivals and +40% in presences in the first eight months, compared to the same period in 2020. Both national markets are recovering (+31%) and international ones (+84%).

2. The methodology used in the participatory process

The construction of the Action Plan was carried out through a participatory backcasting process which represented an important moment of meeting with the stakeholders of Valmarecchia to share a future vision of intelligent transition of tourism development and to identify some concrete practices and measures to be carried out on the territory.

The methodology used was characterized by an inductive approach; the first and part of the second meeting were built with the aim of defining common themes to favor and govern the intelligent transition of tourism development. All this through a critical and shared rereading of the strengths and weaknesses of the territory and an activity of common vision that highlighted the expectations and fears of local actors. Finally, the second part of the participatory process was dedicated to the realization of this strategy through an Action Plan.

Each participated meeting was replicated both in the town of Pennabilli, taken as a reference for the upper valley and the area of the Sasso Simone and Simoncello Interregional Park, and in Santarcangelo di Romagna, representing the lower Valmarecchia.

The main meeting of the participatory process were the following:

- **I Territorial Working Table**, 14th October 2021 (14 participants in Pennabilli, 7 participants in Santarcangelo di Romagna) - Introductory meeting to the participatory path that allowed to present the objectives of the TAKE IT SLOW project, the boundaries of the pilot area and the final aim of these activities involving local actors. The meeting ended with a participatory activity entitled “Future Search - Imagine the tourism development you would like”. After having identified the natural and cultural “places” considered most important for the project objectives, the participants were able to identify with a potential future context, useful for bringing out the fears that could make the path difficult and the opportunities to be seized. The question posed to the stakeholders was the following:

“October 2026 - The European evaluators of the TAKE IT SLOW project are examining the innovative tourism products based on the natural and cultural heritage sites of the Valmarecchia area, interviewing some tourists. In particular, as regards the accessibility of places and services and the promotion and interpretation of this heritage, a report in chiaroscuro emerged: a Heritage that unfortunately is not used for tourism purposes due to ... that is not easily reachable because of ... that is not known because of ... / a Heritage that is particularly appreciated for... that is easily reachable thanks to ... that is remembered and recognized for ...”

- **II Territorial Working Table**, 3rd November 2021 (7 participants in Pennabilli, 7 participants in Santarcangelo di Romagna) - After sharing the results of the first meeting (the heritage album and a common vision between opportunities to be seized and threats to be countered) and having them validated by the participants, the stakeholders were able to think about a collection of “policy” tools identified by the project Working Group. In particular, this activity made it possible to identify the five “policy” tools considered most interesting by the territory as regards the project objectives. The meeting ended with the participatory activity entitled “Ideas Factory”, with the aim of building a “Bank of Ideas” with some first drafts of concrete “smart” actions for the conservation, management and enhancement of natural and cultural heritage. The questions posed to the stakeholders were the following:

“What would you concretely propose if you could decide on behalf of a hypothetical Municipality representative of our project area (bearing in mind cost-effectiveness and feasibility)? Where will the future of your business be played out? What will be your biggest challenge, in which direction will you move with your organization? What will be the investment that your company, organization, association ... will have to face in the next 3 years? What is the activity, the event, the proposal that you intend to carry out in the next 3 years?”

- **III Territorial Working Table**, 16th-17th November 2021 (9 participants in Pennabilli, 7 participants in Santarcangelo di Romagna) - The meeting opened with the speech “*Cycle-tourism. The bicycle as a tool for the development of the territory*” which has explored the world of bike and cycle tourism, from the movement generated, to the main markets, to the services required by cycle tourists and their structuring. The participants then worked in small groups, using the “Focus Group” methodology, to build an Action Plan by describing their concrete commitment within the project and indicating possible suggestions for flagship actions in the area.


 Incontro del 16-17 novembre 2021 - “Percorso partecipato verso la definizione di un Piano d’Azione”
Il mio impegno nel progetto

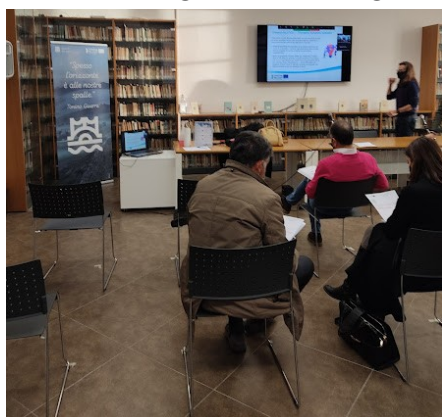
Titolo	
Soggetto Proponente	
Obiettivo strategico di riferimento	
Breve descrizione dell’impegno concreto	
Altri soggetti da interessare	
Stima del costo totale	<input type="checkbox"/> < 5.000 € <input type="checkbox"/> < 10.000 € <input type="checkbox"/> < 25.000 € <input type="checkbox"/> < 50.000 € <input type="checkbox"/> > 50.000 €
Fonti di finanziamento	
Tempo di realizzazione	<input type="checkbox"/> 2022 <input type="checkbox"/> 2023 <input type="checkbox"/> 2024 _____
Risultati attesi, indicatori	
Scheda a cura di	

- **Final Forum**, 29th November 2021 (15 participants in Novafeltria) - The last meeting, conducted in plenary form to stimulate the dialogue between the two Territorial Tables, concerned the sharing of the strategies and commitments developed by the two working groups and the approval of the Action Plan. During the evening a participatory activity was also carried out, using the methodology of the “World Café”, which saw the participants gather in working groups of 4/5 people to think about some first proposals “joining the pieces of the puzzle” collected during the operational meetings. The aim was to identify some “flagship actions”, potential ideas for development to improve existing projects or propose new activities to seize the potential offered by the development “paths”.

A few moments from the Pennabilli Territorial Working Table



A few moments from the Santarcangelo di Romagna Territorial Working Table



Some moments from the Novafeltria Final Forum



Below is the list of stakeholders involved in the participatory process.

Scientific sector	Public sector	Private sector
Association Tonino Guerra Chiocciola - La casa del nomade ApT Servizi Confesercenti Rimini Kaleidon	Municipality of Frontino Municipality of Pennabilli Municipality of Carpegna Municipality of Santarcangelo di Romagna Inter-regional Park of Sasso Simone e Simoncello	Restaurant Il Piastrino Turismi & Tesori Tourism Promotion Camping Marecchia Albergo Diffuso San Leo Rifugio Casa del Re Pro Loco Pennabilli Antica Macelleria Venturi Pro Loco Santarcangelo di Romagna Valmatrek Birrificio Noiz Azienda Agricola Collina dei Poeti Colti in Castagna
5	5	12

3. The results of the participatory process

This chapter briefly describes the opportunities, problems and needs identified during the participatory process with regard to policy tools, cultural and natural heritage and sustainability in the development of the value chains on which the tourism product is based.

3.1. The policy tools

These tools represent mechanisms for promoting local policies that contribute to the tourism value chain by strengthening research, conservation, management, interpretation, marketing and promotion. They are divided into legislative (regulation, zoning, ...), administrative (collaborative and participatory planning, co-planning, ...), economic (incentives, revenue management, financing, concessions, ...) and “soft” management (management of flows in some sites, information panels, interpretative guides, ecocertifications, ...).

Among the tools identified for the pilot area:

- **Policy planning:** as common in many European countries, policy planning is managed at national and local level, on the basis of the competence of the entities with respect to certain subjects. Planning has been chosen as a relevant policy tool regarding the management of natural and cultural heritage because it is important that regional and local development strategies include and evaluate heritage as a resource for the development of sustainable tourism, taking into account its peculiarity and, where possible, enhancing it in a “smart” way.
- **Collaborative and participatory approach:** adoption of an approach in which all those who have an interest in the proposed intervention are involved to express expectations, comments, opinions and proposals. This policy tool was considered relevant already in the project phase, with the involvement of the main local stakeholders in the backcasting process that led to the implementation of this Action Plan, defining the interventions on the territory in a participatory manner.
- **Specific strategies for visitors:** these are general plans to achieve long-term objectives linked to a particular area, a specific site or topic. The specific strategies for visitors were considered important at the level of political instruments because they allow better management of the heritage, going to capture the peculiarities of the area, including potential and specific threats. In the case of Valmarecchia, these strategies will make it possible to attract tourists from the coastal area, with a high tourist density, to the hinterland and, at the same time, to manage tourist flows at the main attractions of the area.
- **Adaptive management of the plans:** an adaptive management of the actions of this plan was already planned in the project phase, through an iterative process of monitoring and continuous adaptation with respect to the results achieved and the changed context conditions until the best management options are reached. Monitoring and adaptive management have been recognized as important policy tools as they make it possible to maintain effective management in line with any changes in the local context, while monitoring is used to verify the progress of the agreed commitments.
- **Soft management of visitor behavior:** this is a useful tool to positively influence the behavior of visitors, making them aware of the importance of proper management and proper use of the heritage present in the area. This category of tools was considered important by the stakeholders of the territory as necessary for the management of flows and behaviors in some sites, in particular those that have already exceeded their carrying capacity and / or those classified as fragile / in danger, also through information panels and interpretative guides to increase the awareness of tourists.

Some examples from the area

Name and proposer	Policy tool description
Via Romagna (ApT Servizi, Consorzio TerraBici)	Coordination of the cycling tourism offer of the Romagna area through a protected and mapped itinerary that ideally unites the most important historical villages and the most fascinating areas rich in history, culture and tradition of Romagna, from the Po Delta valleys to the Apennines on the border with the Tuscany, crossing the most beautiful hills of the hinterland to the border with the Marche. Along the route, in addition to the main sites of historical and artistic interest, the water and refreshment points were also geo-referenced, with the mapping of the bike-friendly operators who are on the itinerary.
G.A.P. - GenerAzione Parco (Inter-regional Park Sasso Simone e Simoncello)	The process aims to build a Generational Pact that captures the ideas and visions of the young people who live in and use the Natural Park so that they become a programming tool for the Authority. In concrete terms, in addition to summarizing in a document the visions and ideas of young people and communicating their results, the participatory path will lead to the inclusion of 3 young people within the Park Council, so that they are guarantors of the Generational Pact and give continuity over time to the listening to young people.
Montefeltro Bike Park (Municipalities, Inter-regional Park Sasso Simone e Simoncello, Unione Montana del Montefeltro)	Project born from a group of young people in the area and financed by the Region that wants to become a reference point for cycle tourism in a strategic area for the influx of tourists and attractive from a landscape point of view. Trail building activities and infrastructure services - such as shuttles and bike centers - are planned, which will improve the attractiveness of the area.
Breakfast with the elders (Camping Marecchia, Association D'la de foss)	To bring together small groups of foreign cyclists with the inhabitants of small rural villages and share together a "typical" breakfast in substance, but also in the context of human relationships of great and mutual satisfaction.
Microcosmi (Association Chiocciola Casa del Nomade, Inter-regional Park Sasso Simone e Simoncello)	"Microcosms. Events, excursions and meetings" is a community network for the discovery and knowledge of the Park, but also a project to foster the local dialogue, to strengthen the opportunities and to share ideas and instruments. A cultural process that involve all the stakeholders in various initiatives and events (meetings, workshops, artistic residences, ...) in order to have chances for residents and visitors to meet and to develop new sustainable development ideas, also starting from new views on the territory of experts, artists and scientists.
Forno di San Leo (Fer-Menti Leontine cooperativa di comunità)	Reopening of the ancient oven of the village giving value to the territory by choosing organic raw materials coming from the cultivation of ancient grains, using the traditional processing method and distributing the products through the small shops of Valmarecchia.

3.2. The cultural and natural heritage

Analyzing the Valmarecchia area that connects the Rimini coastline towards Santarcangelo di Romagna and the hinterland of the Sasso Simone and Simoncello Park, four parallel "horizons" can be identified: the breath of the sea, the Romagna plain, the hills of poets, the Adriatic mountains and castles. A landscape crossed perpendicularly by the "Via Romagna", a path dedicated to cycling, along which you can find excellencies of the cultural, natural and food and wine heritage.

The first Territorial Working Table made it possible to involve local actors in identifying their "places of the heart", the main examples of cultural and natural heritage that make this place unique and that can be enhanced within the project:

- **Cultural Heritage:** "Places of the soul" linked to Tonino Guerra; Villages, communities and traditions (bread making, printing, art, ...); Historic fortifications that dominate the valleys (monasteries, churches, hermitages, fortresses and castles).
- **Natural Heritage:** Symbol mountains (Carpegna and Sassi Simone and Simoncello); Internal bodies of water (Lake of Andreuccio, ...); Streams of water (Marecchia River, Uso River, ...); Santarcangelo caves, spungone, geosites and rocky cliffs.

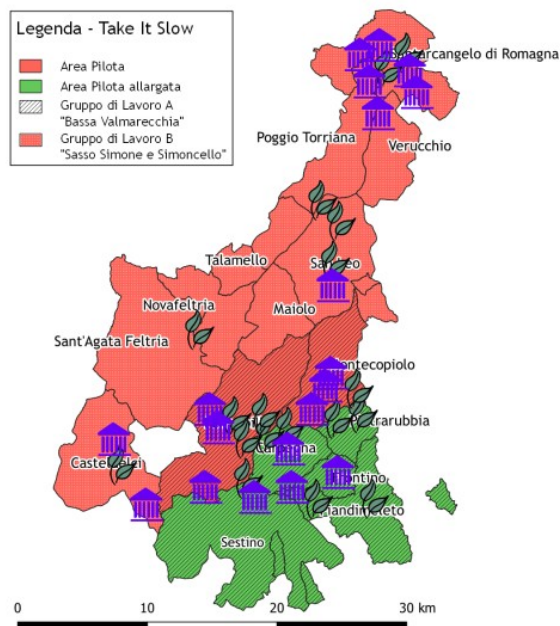
The Valmarecchia heritage album

Natural places

- Geosito Le Ripe di Casteldelci
- Grotta Torrente Legnanone
- Rio Strazzano
- Orto dei frutti dimenticati
- Monte Carpegna
- Sasso Simone
- Torrente Mutino
- Cascatelle del Conca
- Lago di Monte Pietra Candella
- Faggeta secolare di Pianacquadio
- Monte Montone
- Monte Castellaro (Croce San Sisto)
- Boschi della Saldaccia
- Cippo di Carpegna
- Lago di Andreuccio
- Rupi rocciose (San Leo, San Marino, Sasso Simone)
- Grotta di Santarcangelo
- Fiume Marecchia
- Fiume Uso

Cultural places

- Ponte medievale di Casteldelci
- Fraz. di Gattara (Casteldelci)
- Monastero di Sant'Igna
- Sistema museale diffuso T. Guerra
- Rocca Carpegna
- Palazzo dei Principi
- Convento di Montefiorentino
- Castello di Montecopiolo
- Città del Sole
- Località San Sisto di Piandimeleto
- Eremo Montecopiolo
- Fraz. Miratoio (Pennabilli)
- Borgo di Pennabilli
- Museo del Pane e Mulino di Frontino
- Parco Mutonia
- Stamperia Marchi
- Rudere del Convento dei Frati Agostiniani
- Castello Montebello
- Borgo di Santarcangelo



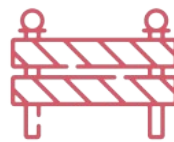
3.3. The main opportunities and threats

During the first part of the participatory process for the construction of the Action Plan, the local actors were involved in a simulation of their own vision for the potential future development of the territory from a project point of view. In particular, attention was focused on the opportunities to be seized to better manage the local heritage and on the potential threats to be countered to ensure an effective approach.

Below is a summary of the contributions collected, both using some wordclouds (info-graphics that report in a larger font the words and concepts most cited during the discussion) and through some summary bullet points.

Opportunities to be seized and threats to be countered

Opportunità da cogliere



Minacce da contrastare



Opportunities to be seized	Threats to be countered
<ul style="list-style-type: none"> • Well recognizable and identifying rocky cliffs (San Leo, San Marino, Sasso Simone, ...); • Territory with an important cultural and geological interest, as well as with a natural integrity; • Potential to create infrastructures that speed up travel and improve the accessibility of places, also with respect to the different abilities and methods of use; • Presence of numerous artistic sites to be made accessible with a unique identity linked to the literary, cinematographic, social and artistic work of Tonino Guerra; • Craftsmanship: printing works, ancient mills and flours, ancient fruits, biodiversity garden, agricultural traditions, quality products (oil, wine, salami, cheeses, honey); • Cycle and pedestrian path along the Marecchia river; • Revaluation of the numerous villages and historic centers, even if they are not located directly along the “main” street. 	<ul style="list-style-type: none"> • Poor accessibility and usability of some places (opening hours, information materials, signs and directions to reach them, tourist services, ...); • Lack of appeal at the local level, the area is not communicated and promoted correctly; • Viability to be improved, not only on the road but also with cycle paths and Local Public Transport; • Management of the territory to always keep in consideration (landslides and gullies); • Non-cohesive administrations, lack of sharing and common vision; • Poor perception of natural value by the local community and some visitors; • Presence of the military polygon.

4. The shared strategy

The methodology to develop the shared strategy was characterized by an inductive approach. Two cycles of meetings in the area were built with the aim of defining a common strategy for an intelligent transition of tourism development in Valmarecchia.

The four strategic axes therefore emerge from the first appointments of the participatory process - through a critical and shared rereading of the strengths and weaknesses of the territory and an activity of common vision - and represent the result of a first moment of confrontation between the strategic priorities of the territory and the interests advanced by local operators and representatives of municipal administrations.

These strategic axes aim to provide coherence to the action on the territory proposed by the stakeholders involved and to indicate the general priorities of the Plan itself. The efforts of each of the actors must therefore concentrate on their “concretization” of this strategy, through alliances to be built within the Local Working Group.



The graphic representation of the shared strategy “Sguardi dal Mare” is composed of a pictogram that collects and summarizes the four landscape elements that mark the project and ideally the Romagna area: Adriatic mountains and castles, The hills of poets, Romagna plains, With the breath of the sea. Each strip of the territory is identified by its own symbol which always re-proposes the element of the eye, to highlight the link with the logo and guarantee uniformity to the entire coordinated image.

The characteristic element is, therefore, the central eye, on which all the visual and representative identity of the different views on the horizons and on the typical features of Romagna is based.

Alongside its territorial characterization, the operational strategy focuses on four axes that represent the desired developments in the places chosen in the project and the concrete strategic actions to be implemented in order to improve the tourist experience.

The four axes of the shared strategy



*Segni
sulla roccia*

Signs in the rock: *the rock that unites*

Improvement of pedestrian and cycle accessibility and safety of the places identified: Coast-Valley-Mountain connection infrastructures, meeting between 3 Regions around Monte Carpegna, connections with the main local attractions.



*Pensieri
a pedali*

Thoughts on pedals: *a cycling area*

Systematization of the different cycling experiences offered by the area and activation of dedicated services: from sports cycling linked to famous roads and climbs to cycle-tourism along the Marecchia, passing through the areas where mountain biking (Montefeltro Bike Park, Valmarecchia Bike Park, Bike Valley - School & Tour, Talamello Trail Area).



*Perdersi
e ritrovarsi*

Getting lost and finding yourself: *a pleasant detour*

Rethinking the information available on the territory: detailed maps that connect similar places in thematic itineraries, simple and recognizable signs, totems and tables in the rest areas.



*Belli, buoni
e nascosti*

Beautiful, good and hidden: *the hidden uniqueness*

Enhancement of the territory as a “widespread museum” through a communication that strengthens the perception and awareness of the singularities of an area that is still intact: geosites, towers, churches, museums, artistic works (Tonino Guerra, ...), ancient crafts (printing, bread making, ...), food and wine, natural sites.

5. The Action Plan

The Action Plan is composed of 16 concrete short-term measures ranging from the proposal of online experiences between visitors and the local community for the knowledge of the area, to educational aimed at the realities of the territory (the megaphones of the Valley). From improving the accessibility of some natural and cultural emergencies for different abilities (both motor and sensory), to the systematization of infrastructures and services dedicated to cycle tourism. From the definition of itineraries and thematic proposals linked to the characteristics of the Valley, to the creation of two visitor centers at the two “gates of the Valley”. From the networking of the “widespread museum” dedicated to Tonino Guerra, to the coordination of local realities towards a unitary communication with the “Sguardi dal mare”.

In addition, 4 Flagship Actions have been identified on which to graft medium-long term suggestions and plan future educational, study visits and exchanges of good practices.

Concrete actions

Title	Description	Proposer	Expected result	Budget	Temp.
Microcosmi	<p>A project of meetings and exchanges that identifies local resources and translates them into experiences, activating the territory and making the inhabitants protagonists of the process, enhancing their knowledge, networking them with each other and with the outside world. A coordination table with local actors to bring together the territorial and tourist promotion bodies in order to communicate the territory in a unique way. A communication of the area that is carried out through a “weekly agenda” with information and events and “video testimonials” from the territory. The organized activities will be: events, excursions, workshops, continuous training, co-planning, actions in the public space.</p> <p>The phases of the management project will be:</p> <p>I. mapping and monitoring of existing realities already present on the territory and of the external ones potentially interested in building a network;</p> <p>II. identification of an activity program based on the network between the realities of the territory;</p> <p>III. coordination and organization of the program, communication and networking, maintaining a link with the platforms developed within the TAKE IT SLOW project;</p> <p>IV. creation of new projects and opportunities.</p>	Chiocciola - La casa del nomade	<p>Increase in attendance during the activities</p> <p>Collection of satisfaction feedback from participants</p>	25.000 - 50.000 €	2022 2023
Enhancement of Parco Begni	<p>Improve the usability of the Begni Park, a green area located at the entrance to the municipality of Pennabilli, with specific actions such as the creation of a camper parking area, the creation of a health course and a refreshment area equipped with benches and barbecues.</p>	Pro Loco di Pennabilli	About 2.000-3.000 users of the camper parking area	10.000 - 25.000 €	2023
Montefeltro Bike Park	<p>Arrangement and recovery of existing cycle paths around Monte Carpegna, introduction of new routes with an area equipped for MTB and areas dedicated to people with disabilities, infrastructuring of services such as shuttles and bike centers.</p> <p>The proposal for Montefeltro Bike Park is based on the construction of three gravity lines (downhill) towards the town of Carpegna, recovering most of the existing routes to create variants suited to the needs of bikers (“All mountain”, “Enduro” and “Downhill”). Next to it, a pump track will be created to serve the ski lifts, with the assistance of local guides. In addition to the Bike Park, the extraordinary maintenance of the “Pantani climb” was also planned - consisting of a stretch of municipal road (2,6 km), a stretch of regional state road (5,7 km) and a stretch of road (2,8 km) that from the center of the Municipality of Carpegna crosses the loc. Cippo and leads to loc. Cantoniera - to allow full accessibility to all.</p>	Inter-regional Park Sasso Simone e Simoncello	Number of users of the plants	1,5 mln €	2022 2023 2024

Title	Description	Proposer	Expected result	Budget	Temp.
Sustainable mobility in the upper valley	Installation of a panel equipped with the tools necessary for the cyclist to maintain the bicycle and a column for charging e-bikes.	Camping Marecchia - Piscina Da Quinto	Increase in the number of cyclists	10.000 - 25.000 €	2022 2023
Talamello Trail Area	Implement the existing path network around Monte Pincio, with the creation of new paths and with the offer of new bike services, for example a mechanized lift with shuttle.	Associazione Colti in Castagna	Increase in users of the tracks	10.000 - 25.000 €	2023 2024
Sharing and awareness of the territory	Educational aimed at local realities, experiences for guests (cooking courses, bike tours, trekking tours, tastings), "Rimini market place". The actions that we will continue to carry out are to promote our territory through experiences to be tested firsthand by our guests cooking courses bike tour trekking tour with tastings of our wines and local products. All suggesting visits and excursions around us.	Azienda Agricola Collina Dei Poeti	Increase in the number of participants in the activities	5.000 €	2022 2023 2024
Week-end in Valmarecchia	Proposals with itineraries in the nature - walks, excursions, cycling itineraries - mapped and diversified according to the target audience. Authentic experiences in the area such as: Valmarecchia Magica, Mysterious Places, Malatesta, Tonino Guerra, Gastronomic, Naturalistic, Places of Worship, Sports Bike, Artisans and Ancient Crafts, ... Among the preparatory activities: cleaning of the paths, road repair, agreement with the operators of the sector (mechanics and bicycle shops, B&Bs and hotels, restaurateurs, ...) to ensure that there are adequate services in the area (rental, bike sharing, charging stations, equipped resting points, drinking fountains), agreements between museums / castles for a single card that can be purchased at the IAT to be used along the itinerary.	IAT - Pro Loco di Santarcangelo di Romagna	Increase in the number of participants in the activities	5.000 - 10.000 €	2023
Valmarecchia network	Discussion table and meeting with commercial, craft, hospitality and catering activities to systematize the offers of the various villages, create activities, events, information and visibility. <ul style="list-style-type: none"> • Creation of a mailing list dedicated to the project; • Presentation, in a timely manner, of the different peculiarities that each subject can offer to the project in order to arrive at an interesting and useful path for users; • Stimulation of a privileged welcome among the members, perhaps providing for discounts; • Organization of educational tours in order to involve and inform subjects about the tourist, natural and cultural potential of the area. 	Confesercenti Rimini	Number of participants in the project	5.000 €	2023

Title	Description	Proposer	Expected result	Budget	Temp.
Visitor Center for Santarcangelo	Documentation center of dialectal poetry and visitor center recovering the building of the former municipal library. An immersive journey in Valmarecchia, narrated through the poets who inhabited it, with the help of multimedia and interactive itineraries (films, interactive panels and other technologies) and a space dedicated to biking. Charging columns for electric bicycles will also be installed at the visitor center.	Municipality of Santarcangelo di Romagna	Creation of the visitor center Installation of the charging columns	> 50.000 €	2022 2023 2024
Cycling among the beauties of nature	Improvement of the accessibility of the lake of Andreuccio di Soanne: restoration of the jetty by breaking down architectural barriers, entrusting the management of the “Giraffe’s hut” with bicycle rental and maintenance, installation of columns for charging e-bikes, creation of a mapping of the accessibility of the routes to be reported in special panels.	Municipality of Pennabilli	Infrastructure construction	10.000 - 25.000 €	2022 2023
Cultural ParkTonino Guerra	The Tonino Guerra cultural association has started, in collaboration with Visit Romagna, the study of the state of the art and the actions for the implementation of the Tonino Guerra cultural park and the identification of the useful methodology to systematize, at a cultural and tourism, the widespread museum “Tonino Guerra” in Valmarecchia. To systematize the “Tonino Guerra” museum in Valmarecchia, integrating the outdoor areas, and identifying shared quality criteria to increase the cultural and tourist offer linked to the park brand. Identify innovative tools, with attention to breaking down architectural and sensory barriers.	Associazione Culturale Tonino Guerra	Implementation of the project actions	> 50.000 €	2022 2023
Sguardi dal mare	Press releases and conferences, participatory dissemination event with stakeholders. Project logotype, promotional material and local products. Multimedia content, photographs of the territory, editorial content and photographs for the social campaign, video interviews with key stakeholders.	Kaleidon - Design e strategie per comunicare	Development of an integrated communication strategy	25.000 - 50.000 €	2022 2023
MuSleo	Creation of a new virtual museum in the fortress of San Leo that will accompany visitors on a journey through the cultural and natural resources of the Romagna hinterland. An Ecomuseum that tells the story of the territory through the witnesses of today and yesterday and a privileged access portal to the historical, naturalistic and environmental riches of the surrounding area.	Ufficio Turistico IAT San Leo	Opening of the virtual museum	25.000 - 50.000 €	2022 2023
New Marecchiese	The Municipality of Verucchio provides a series of indications to ANAS, including the importance of the construction of a new bridge over the Marecchia, further downstream than the existing one which cannot fully respond to a new integrated system of the valley’s viability-mobility. Allocating the current one to slow mobility and recovering the old route of the Santarcangelo Urbino railway for tourism purposes.	Municipalities of the area	Realization of feasibility study	5.000 €	2022

Title	Description	Proposer	Expected result	Budget	Temp.
G.A.P. - GenerAzione Parco	<p>The process aims to build a Generational Pact that captures the ideas and visions of the young people who live in and use the Natural Park so that they become a programming tool for the Authority.</p> <p>In concrete terms, in addition to summarize the visions and ideas of young people - with specific reference to the issues indicated by the objectives of the 2030 Agenda - and communicating the results, the participatory process will lead to the inclusion of 3 young people (between 18 and 35 years) within the Council of the Park, so that they are guarantors of the Generational Pact and give continuity over time to listening to young people.</p> <p>The innovative element of this participatory process is given by the involvement not only of young inhabitants but also of young stakeholders (from the neighboring urban areas) so that ideas are produced by comparing the “internal” and “external” vision of the territory and create or strengthen networks of young people.</p>	Inter-regional Park Sasso Simone e Simoncello	<p>Establishment of the Negotiation Table</p> <p>Elaboration of a shared vision</p>	15.000 €	2022 2023
Centri per l'Interpretazione del Paesaggio - Centers for Landscape Interpretation	<p>The CIPs will have to develop and consolidate themselves as points of collection and propagation of the characters and qualities of landscapes. Their dissemination throughout the territory constitutes a network of points of interest, information and promotion, a “network of routes” ideal for visiting and discovering the territory of the two valleys. The CIPs conceived as “territorial condensers” in which to bring together actions, projects and initiatives generated by the LAG landscapes, will have the task of managing, relaunching and disseminating the collected materials. The project involves the construction of 18 CIPs: 4 head-CIP physically made up of rooms with significant sizes, set up with information spaces and narrative, multimedia and emotional spaces, and 14 minors that can be configured as above, theoretically with smaller sizes. The landscapes of the LAG will be narrated according to four main themes: history, culture, nature and food and wine.</p> <p>The CIPs will be located in different places and points of interest identified through a path that will lead to selecting the locations in sites that are uniquely the most representative of the four themes, without forgetting factors such as reachability and accessibility, even for people disabled. The places will be physically and digitally connected through the networking of paths and the creation of an IT platform, which will guarantee the integrated use of the contents and the organic management of the services.</p>	Gal Valli Marecchia e Conca	CIP inauguration	130.000 €	2022 2023

Flagship actions

Title	Description	Subjects to be involved	Budget	Timing
<p>In sella con le mani in pasta (in tutte le stagioni) - In the saddle with your hands in the dough (in all seasons)</p>	<p>Creation of itineraries based on the cycle path along the Marecchia that follow a theme linked to the history of these places. The project aims to build a network of bike charging points and hubs based on the mills and restaurants scattered along the valley.</p> <p>PHASE 1 - Call for action to involve local actors, in particular restaurants, mills, hospitality businesses, bikepoints and information centers for the activation of bike charging stations and to enter the app database. Development of a clear and recognizable Logo to identify the new cycle path project. Creating a dedicated site connected to the app, users in addition to photos, reviews and advice can report problems along the trails. Users will be able to create their own itinerary based on their possibilities, also choosing where to eat and stay overnight among the activities that took part in the project. Design of routes and positioning and distribution of charging stations to create a network of Bikepoints for repairs and rentals.</p> <p>PHASE 2 - Creation of a tender for the arrangement of the cycle path, the collateral paths and safety measures. Laying of signs. Interactive billboards in the main reception centers (Santarcangelo, Pennabilli). Creation of uniform signs throughout the territory differentiated only in the colors of the theme of the route. Support actions for activities that decide to upgrade services (additional charging columns, portable compressors, racks) or their own skills (foreign language courses). Capillary mapping of the territory for the app and functional tests. First advertising campaign in support of the initiative, promotion at sector fairs.</p> <p>PHASE 3 - Promotion of the project with Educ tour of the main international tour operators, bike manufacturers and international MTB, Down Hill, Gravel cycling teams. Promotion advertising campaign with the elaboration of a communication plan. Involvement of coastal activities for the construction of dedicated packages. Creation of promotional material.</p>	<p>Technical offices of the municipalities, CAI, press agencies, Apt, IAT, trade associations, pro loco and tourist companies, Apt of Tuscany and Marche</p>	<p>Phase 1 - 20.000-50.000 € Phase 2 - 100.000 € Phase 3 - 50.000-100.000 €</p>	<p>Phase 1 - 2022 (8 months) Phase 2 - 2023/2024 (18 months) Phase 3 - 2024/2025 (12 months)</p>

Title	Description	Subjects to be involved	Budget	Timing
Cycle-event in Valmarecchia	<p>Organization, at the beginning of the tourist season, of an event to promote the cycle and pedestrian paths of Valmarecchia.</p> <p>PHASE 1 - Mapping of routes for cycle and pedestrian tourism. Cleaning and arrangement of the paths identified. Identification of the main points of interest near the routes. Preparation and installation of information and / or directional signs. Mapping of accommodation facilities for the reception of walkers / cyclists (quality requirements, suitable equipment, dedicated services).</p> <p>PHASE 2 - Construction of a database of tour operators (guides, companions, travel agencies, tour operators, associations, ...) who cater to this type of tourist, not only in the national territory, but also in Europe.</p> <p>PHASE 3 - Organization of a pre-launch event in spring to promote the route and have it tested by the operators identified, in view of the first “official” event in the area.</p>	APT, economic operators of Valmarecchia, local administrations, local associations that organize events	20.000-50.000 €	<p>Phase 1 - 2023 (12 months)</p> <p>Phase 2 - 2024 (3 months)</p> <p>Phase 3 -2024</p>
Valmabike	<p>Information - Enhancement of the Visitor Center of Santarcangelo di Romagna as the “gateway” to Valmarecchia which describes and promotes its various activities.</p> <p>Signaling - Installation / Arrangement of the signs of the cycle path so that it is clear and easily identifiable, indication of the fountains and other services present along the route (recharging and parking bikes) in the style of “postal stations”.</p> <p>Experience - Systematize and connect the local gastronomic offer to the cycle path, highlighting the typical products and processes.</p> <p>Communication - Implementation of an integrated promotion.</p>	Pro Loco, Municipalities, Accommodation and catering facilities, Coldiretti, LAG Valli Marecchia and Conca, Wine Road, Interregional Park, Province	100.000-250.000 €	<p>2022</p> <p>2023</p> <p>2024</p> <p>2025</p>

Title	Description	Subjects to be involved	Budget	Timing
Landscapes to live	<p>Among the 38 interventions planned in the program agreement: a local supply chain of ancient grains, a Geopark to enhance the underground heritage of the area, a cycle path able to connect the sea and the Apennines, new services for citizens (from telemedicine, to the houses of health, from ultra-broadband to school).</p> <p>An area of great charm sandwiched between the hills and the sea, a crossroads of history, traditions and culture. At the center of the intervention strategy of Alta Valmarecchia is the theme of the quality of the landscape. And a challenge: to value and systematize the typical activities of the area. Starting with those most in tune with the landscape excellences of the area: the enhancement of cultural heritage, therefore, but also agriculture and the environment. Among the strengths of the program also the choice of transforming the rich geological heritage of the area into an element of tourist attraction with the creation of a Geopark capable of connecting the numerous sites of geological interest in the area including the historic Perticara sulfur mine, once the most important in Europe.</p> <p>Among the other interventions “Today I’ll tell you about Valmarecchia!”, intended for students to increase their knowledge of the valley and consequently create the conditions for a tourist qualification, with particular attention to educational, hiking and cycling tourism. And precisely in terms of sustainable mobility, here is the project for the completion, safety and signage of the Bike Marecchia, a cycle path, from Rimini to the mountains, to unite the valley.</p>	<p>Municipalities of Casteldelci, Maiolo, Novafeltria, Pennabilli, San Leo, Sant’Agata Feltria, Talamello, Santarcangelo di Romagna, Verucchio e Poggio Torriana.</p> <p>Emilia Romagna Region, Ministries of Education, Health, Agricultural Policies and Infrastructure and Transport, National Agencies for Territorial Cohesion and Active Employment Policies.</p>	Investments of about 13 mln €	<p>2022</p> <p>2023</p> <p>2024</p> <p>2025</p>