



# SMART ACTION PLAN

For preservation, valorisation, and management  
of the intangible cultural heritage of the Forest  
Codex of Camaldoli at the Monastery of Fonte  
Avellana

June 2022

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## 1. INTRODUCTION

### 1.1. TAKE IT SLOW PROJECT

TAKE IT SLOW project is designed to establish, manage and promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean based on accessible, protected, valorised, promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic. With realisation of project activities within 36 months, Dubrovnik-Neretva County (lead partner), 11 project partners and 1 associated partner will trigger high-quality level of services and products of tourism value chain through smart specialisation concepts stimulating innovation, knowledge, competitiveness, networking and cross-border partnership processes.

TAKE IT SLOW will develop a community based partnership platform of scientific, private & public sector with 120 actors, strategic framework, methodology, monitoring system, marketing & promotion of CB tourism destination focused on 10 cultural and natural heritage, 10 ecolabel/green certifications obtained, promotion of sustainable tourism and 7 natural and/or cultural heritage sites with improved accessibility. Project will contribute to more balanced seasonality of tourism activities on natural and cultural heritage sites in project area, make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

The mission of TAKE IT SLOW project is to develop strategic framework, methodology and monitoring system for management of smart, sustainable and slow tourist destinations through development of heritage-based tourist offer based on smart specialisation. The project is to be implemented based on bottom-up approach with the involvement of local communities through participatory process in order to engage key stakeholders on local, regional and cross-border level in decision-making process for sustainable destination management.

## 1.2. MISSION AND METHODOLOGY OF THE ACTION PLAN

The Smart Action Plan is a document that identifies the activities needed to achieve the objectives and measures of a policy instruments. The Action Plan adopted is linked to the five policy instruments defined by TAKE IT SLOW project, which include all value chains that create smart sustainable tourism product based on the recognised natural and cultural heritage through the concept of smart specialisation.

The document is designed-based on the following inputs and analyses:

- overview of the relevant policy documents at EU, national, regional and local levels, related to sustainable and innovative tourism based on cultural and natural heritage, tourism development, as well as any smart specialisation, or digitalisation initiatives and plans;
- evaluation of the status of natural and cultural heritage in the project area, key stakeholders and target groups as a part of project activity 4.1.4;
- inputs of local and regional stakeholders acquired through Local Community of Practice (LCP) round-table meetings in order to cover the widest possible range of activities and to receive community support in the adoption and implementation of strategic policies, measures and related activities;
- methodological inputs related to other project activities such as *D.4.1.6. - Five policy instruments which contribute as much as possible to the tourism value chain strengthening focused on research, preservation, management, interpretation, marketing and promotion*, as delivered by the project partner RERA;
- *A manual for the development of action plans*, as delivered by the project partner University of Zadar.

The document consists of textual and tabular part, including:

- all the activities necessary for the fulfillment of selected measures and goals related to the designated policy instruments;
- a list of projects with basic determinants that include location, brief description, budget, implementation deadlines and holders;
- necessary management and process activities.

Policy instruments with related measures and indicators are the important foundation of the action plan methodology. As the project documentation emphasises (D.4.1.6), “*policy instruments can be described as the techniques used by the governing authorities (government or public) to promote certain policies, as well as the interventions to achieve goals signed by the authorities intending to motivate all stakeholders involved in the issue*”.

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

- Economic instruments
  - Revenue management
  - Policies and administrative instruments
- Policy planning
  - Collaborative and participatory approaches
- Soft management approaches
  - Site specific visitor strategies
  - Monitoring and adaptive management.

Selected instruments are found relevant because they are applicable to cross-border cooperation and can influence the research, preservation, management, interpretation, marketing and promotion of cultural and natural heritage for the development of sustainable tourism. Detailed description of the policy instruments and their exact relationship to the action plan elements are provided in section 2.1. *Description of the policy instruments*.

### 1.3. AREA DESCRIPTION AND CONTEXT

The strategic area of the SVEM pilot action is called "Appennino Basso Pesarese and Anconetano", which includes two provinces, Pesaro-Urbino and Ancona, and nine municipalities for a total of 34.000 inhabitants, of whom six are associated to the Unione Montana Catria Nerone (based in Cagli), member of the LCP. The area was identified on the basis of criteria of spatial proximity and density of socio-economic and institutional relationships. The relations between the pilot area and the strategic area are modeled on the basis of the transport and communication systems and the location of the main settlements and services.

The upper altitude range of the strategic area is characterised by the highest level of naturalness with a forest predominance. The main reliefs are the Catria (1700 mt) and Nerone (over 1500 mt) mountains. The area has a strong tourist vocation, in particular linked to outdoor activities both in the winter and in the summer season. Most of the inhabited centers are located in the intermediate altitude range, rich in historical and architectural heritage. Here the territory is scattered with hamlets, castles, and villages. The natural and historical resources are the basis of the area's tourism economy that, even if it is growing, is not evenly distributed among the municipalities. Finally, agriculture sector prevails in the lower altitude range. The landscape features small plots, annual and permanent crops and farmhouses. In recent years, a multifunctional interweaving of relationships has developed between farms, agritourism, hospitality and culture.

A recent analysis of the territorial systems of the entire region (Marche +20 Report) has classified the strategic area among the most favored internal areas from the point of view of accessibility and connections. The distance from the coast is easily covered by the fast road that follows the route of the ancient Flaminia. The proximity of an important University City such as Urbino, and the immediate contiguity of an industrial center as the City of Fabriano, give a non-peripheral imprint to the territory also from a social and cultural point of view.

The agri-food heritage is one of the area's strengths: the importance of a series of quality products such as truffles, bread, wine, craft beer has increased. Organic productions have expanded in parallel with the growth of strong productive and commercial organisations, active on the national and foreign markets. In terms of economic organisation, the project pilot area is evolving towards the development of tourism, multifunctional rural activities and services.

In this process of transformation, imbalances, underutilised resources and untapped potentials affect the area, making it difficult to achieve satisfactory goals in terms of income and job creation. In fact, it seems to persist a gap between the municipalities with a clearer tourist vocation and the municipalities left on the fringe of a growth and valorisation strategy, less equipped in terms of facilities and skills. Consequently, there is an increasing depopulation and abandonment of those villages, castles, hamlets characterised by a great architectural and landscape quality and a deterioration of natural resources in those sites where private interests prevail in the exploitation of agricultural land without taking into account environmental aspects.

Table 1. Critical elements of the strategic area

CRITICAL ELEMENTS		
TERRITORY	ECONOMY	SOCIETY
<ul style="list-style-type: none"> <li>- Not adequate management, valorisation and conservation of cultural/natural heritage due to the accentuated internal polycentrism.</li> <li>- Increasing abandonment of villages, castles, hamlets characterised by architectural and landscape quality.</li> <li>- Vulnerability of natural areas, forests, rivers and their ecological functionality.</li> </ul>	<ul style="list-style-type: none"> <li>- Divergence between the municipalities with a clearer tourist vocation and the others (in the majority) less equipped in terms of facilities and skills in the field of hospitality.</li> <li>- Poor coordination among local municipalities in the tourism sector, resulting in under-use of natural and cultural resources.</li> </ul>	<ul style="list-style-type: none"> <li>- Depopulation and demographic decline</li> <li>- Infrastructure deficiencies</li> <li>- Institutional weakness of the training system</li> <li>- Digital divide associated with both infrastructural deficiencies and insufficient skills and competences in the use of ICT</li> </ul>

Table 2. Strengths of the strategic area

STRENGTHS		
TERRITORY	ECONOMY	SOCIETY
<ul style="list-style-type: none"> <li>- Several attractions with high historical, cultural and architectural value.</li> <li>- Consistent and widespread cultural and natural heritage.</li> <li>- Accessibility on average good for all municipalities, excellent for those located along the fast roads connecting with the coast.</li> </ul>	<ul style="list-style-type: none"> <li>- Excellent and quality food and wine products (truffles, bread, wine, etc.).</li> <li>- Presence of multifunctional farms that offer hospitality in the rural context.</li> <li>- Growing tourism economy.</li> </ul>	<ul style="list-style-type: none"> <li>- Local municipalities committed to jointly developing functions and services for territorial development on an inter-municipal scale.</li> <li>- Presence of a good network of associations and organisations, particularly in the environment, nature and culture sectors.</li> </ul>

## 2. DESCRIPTION OF THE CHALLENGE

### 2.1. DESCRIPTION OF THE POLICY INSTRUMENTS

As indicated in the project deliverable *D.4.1.6. - Five policy instruments which contribute as much as possible to the tourism value chain strengthening focused on research, preservation, management, interpretation*, following are descriptions of the selected policy instruments:

**Revenue management** is the application of disciplined analytics that predicts consumer behavior at the micro-market levels and optimize product availability, leveraging price elasticity to maximize revenue growth and thereby, profit. Revenue management has been chosen as an important instrument regarding the management of natural and cultural heritage because it is the most efficient way of funds raising for investment in renewal of heritage, with special emphasis on cultural heritage. In this case, it has to be understood in a broader sense, as a policy instrument aimed at maximising revenues from the available heritage, while not endangering sustainability in any sense.

**Policy planning** is the development framework under which decisions on planning applications are made. Policy planning is created at two different levels: national – policy planning set by the Government through the National Planning Policy Framework, and local – policy planning created by local planning authorities, parish councils and neighborhood forums. Policy planning has been chosen as a relevant policy instrument 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.

**A collaborative and participatory approach** is one in which everyone who has a stake in the intervention has a voice, either in person or by representation. Staff of the organisation that will run



it, members of the target population, community officials, interested citizens, and people from involved agencies, schools, and other institutions all should be invited to the table. A true participatory approach is one in which everyone's perspective is considered. Everyone actually gets to participate in the planning process, and has some role in decision-making. It has been chosen as a relevant policy instrument regarding the management of natural and cultural heritage because the participation of the general public in decision-making on the use and management of heritage increases the acceptance of interventions.

**Site specific visitor strategies** are general plans to achieve one or more long-term or overall goals under conditions of uncertainty. Strategies are important because the resources available to achieve goals are usually limited. Site specific visitor strategies have been chosen as a relevant policy instrument because it is important to manage sites in order to achieve sustainability. For example, a large number of visitors reduces experiences and destroys heritage, therefore, it is important to have a strategic framework for managing natural and cultural heritage in order to decrease the chance for its destruction.

**Adaptive management** is 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. Adaptive management takes a systematic, experimental approach to planning the management of specific areas and issues, including the planning and management of tourism in natural areas. Monitoring and adaptive management have been recognised as important policy instruments regarding cultural and natural heritage because adaptive management is important in order to adapt the management of heritage according to the changes in the environment, while monitoring is being used for following whether the agreed plans are being implemented.

## 2.2. UNDERSTANDING THE PILOT AREA HERITAGE

The following assessment of natural and cultural (tangible/intangible) heritage state of the art in the area concerned is based on the TAKE IT SLOW project activity 4.1.4, where the following aspects of the pilot action area heritage and related processes have been assessed together with local stakeholders (LCP):

1. Law regulations of tangible/intangible cultural heritage and natural heritage.
2. Management of tangible/intangible cultural heritage and natural heritage.
3. Human resources related to the management of tangible/intangible cultural heritage and natural heritage.
4. State of art, visibility and inclusion of tangible/intangible cultural heritage and natural heritage.

The assessment was realised in collaboration with LCP's members in order to determine the level of tourism development of the area and to lay a basis for the development of tourism products based on cultural and natural heritage.

The following categories have been assessed:

### 1. Tangible and Intangible Cultural heritage

The whole pilot area is relatively rich in terms of tangible and intangible cultural heritage; however, its promotion and accessibility is variable and mostly dependable on:

- limited human resources in charge of operations and assigned for quality management of cultural heritage. Human resources in charge and/or available for interpretation of cultural heritage are evaluated as knowledgeable and professional, but very scarce and this represents an important bottleneck for more intensive tourism utilisation;
- absence of a joint and shared cultural heritage management plan;

- lack of mechanisms for the use of funds collected through the utilisation of cultural heritage in its preservation and protection;
- absence of risk management, disaster and emergency protocols and other measures to protect and preserve cultural heritage;
- limited local population's awareness on the possibilities of using cultural heritage in economic flows;
- lack of a local community affiliated to the cultural heritage. Stakeholders, interested entrepreneurs and overall community are generally unaware of the significance of cultural heritage, opportunities and ongoing projects related to its valorisation;
- low level of knowledge and creativity on the use of cultural heritage in tourism and absence of presentation and interpretation of cultural heritage through tourism;
- low physical visibility of cultural heritage in space and moderate cultural heritage signage;
- absence of tourist products and services based on cultural heritage;
- low revenues from cultural heritage in total visitors' expenditure structure.

## 2. Natural heritage

The whole pilot area is relatively rich in terms of natural heritage and it is characterised by the following assets:

- the heritage is visible, recognisable and traffic wise accessible;
- most of the protected areas and other natural heritage is in some sort of tourism use, however revenues are suboptimal and frequently too low to ensure satisfactory maintenance and management;
- low revenues from natural heritage in total visitors' expenditure structure;
- there are institutional and regulatory issues and there is also a regional authority in charge of management of such areas;

- local unawareness about significance, possibilities and ongoing projects related to valorisation of natural heritage.

Table 3. SWOT analysis of the pilot area

Strengths	Weakness
<ul style="list-style-type: none"> <li>- authenticity</li> <li>- rich cultural and natural heritage</li> <li>- numerous historical sites</li> <li>- tourism as one of the main economic activities</li> </ul>	<ul style="list-style-type: none"> <li>- poor public transport</li> <li>- low level of tourist development</li> <li>- insufficient presentation and promotion of cultural heritage</li> <li>- insufficient hotel and accommodation facilities</li> <li>- tourist seasonality</li> <li>- insufficient tourist capacities</li> <li>- inconsistency of different tourist offers and attractions</li> <li>- poor synergies between relevant stakeholders in tourism</li> <li>- unplanned touristic valorisation of local resources</li> <li>- challenging sustainable management of numerous cultural heritage</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- development of selective tourist offers</li> <li>- use of EU, regional and local funds</li> <li>- investment in content tailored to market needs</li> <li>- tourist market segmentation</li> <li>- brand development</li> <li>- connecting attractions to a unique tourist product</li> <li>- new employment in the tourism sector</li> </ul>	<ul style="list-style-type: none"> <li>- potential mass tourism</li> <li>- lack of cooperation of relevant stakeholders</li> </ul>

### 2.3. DEFINING KEY ISSUES AND CHALLENGES FOR THE COMING PERIOD

The inland areas of Marche Region are characterised by a growing isolation, an aging population, the impoverishment of services and, despite the great presence of cultural and environmental endowments, an ongoing process of abandonment. For these areas, it is necessary to act simultaneously on the promotion of local development, the improvement of the services' offer to the population and the creation of job opportunities in line with local vocations.

The key challenges and issues related to further develop the accessibility and valorisation of the cultural and natural heritage and the development of smart tourism solutions and specialisation in the pilot area are the following:

- Development of intensive modern types of tourist products based on cultural heritage.
- Establishment of a detailed local planning framework related to the systematic planning of cultural and natural heritage in function of tourism value chain.
- Improvement of the relevant institutions in terms of know-how and human resources capacity that are insufficient for a large-scale development of SMART solutions and digitalisation projects in tourism sector.
- Improvement of the public and private entities capacities in order to allow maximum usage of available funds and favour investment on cultural and natural heritage.
- Strengthen the tourism sector, reducing seasonality and integrating the hospitality function with the cultural and natural heritage chain, increasing visitor flows, generating new jobs and reducing the phenomenon of local depopulation.
- As concerns the natural heritage, improvement of the protection and enhancement of the landscape and environmental resources.
- Improvement of the promotion and sales of cultural heritage through a brand development strategy.
- Strengthening of a network of stakeholders to support the promotion and enhancement of the cultural and natural heritage.

- Enhance local resources through the involvement of SMEs operating in the tourism-hospitality sector, especially by improving the training and information level for a more welcoming tourist-accommodation offer.
- Respond to the growing demand for accessible and sustainable tourism for all people with different abilities and for all age groups.
- Enhance the synergies between the various stakeholders in order to improve an integrated coast-hinterland tourism offer.
- Strengthen the slow, responsible and sustainable use of local heritage, enhancing the variety of landscape, historical and cultural resources, typical local products and naturalistic values.

### 3. GENERAL GOALS AND MEASURES FOR THE FUTURE

#### 3.1 STRATEGIC OBJECTIVES

SVEM – Sviluppo Europa Marche s.r.l. in accordance with the LCP's members and other local key stakeholders identifies the following general objectives in order to facilitate the implementation of policy instruments that lead to a sustainable development of tourism in the long term (until 2027):

**O1 Requalification and re-functionalisation of the historical, cultural and environmental heritage for the purpose of optimising the sustainability of interventions and their public uses.**

Landscape enhancement is achieved with careful supervision and maintenance of the territory and careful care in the recovery and redevelopment of the widespread heritage (small villages, rural buildings and cultural heritage). This objective tends to strengthen the local tourist vocation through cultural, architectural, landscape-environmental enhancement (i.e. pedestrian and cycle paths, etc.). At the same time, it is necessary to increase the conditions for the use and management of

the heritage and territorial and cultural specificities of local communities through the development of an experiential tourist offer.

**O2. Support the tourism system through the improvement and promotion of green and low environmental impact services and infrastructures for an accessible and sustainable tourism offer linked to the experience economy.**

Improving tourist hospitality means making the area a context where the naturalistic-environmental, cultural, agri-food, entertainment assets/resources are able to enhance the tourist offer in an experiential way through greater involvement and awareness of local communities and businesses. The measures are therefore aimed at SMEs and public bodies intending to invest in improving the tourism offer.

**O3. Support and enhance the local economy through the creation of short supply chains, with particular reference to typical local products and the provision of services in the tourism-cultural field and innovative services (ICT) to the population and businesses.**

This objective aims to support a competitive positioning of the local tourist destination for the sector of quality agri-food production and services and products linked to the local cultural/natural heritage. The territory of the strategic area has a plurality of products whose valuable characteristics have long been known in the reference area and contribute to the enhancement of the landscape and biodiversity. For this reason, it is considered appropriate to sustain paths for the protection and enhancement of these products, also in support of the development of the local experiential tourism offer.

### 3.2 SOURCES OF FUNDINGS

The measures and actions listed in the following section “4. Action Plan Tables” can be implemented with the following financial resources:

- Regional Operational Program funded by the European Regional Development Fund (ERDF), through territorial projects of technological and non-technological innovation in the culture and creativity sector, development of new business networks and short supply chains capable of generating and promoting innovative products and services on new markets.
- Regional Operational Program funded by European Social Fund + 2021-2027 (ESF+) for the implementation of interventions to support the management of cultural heritage and the development of self-entrepreneurship in the cultural and creative sector. The objective of this fund is to enhance the role of culture and tourism in economic development, for inclusion and social innovation with the aim of expanding the participation and cultural vitality of citizens, businesses and communities, and increasing the opportunities for active citizenship, in particular through the use and regeneration of spaces and places for cultural, creative, inclusion and social innovation purposes, also creating new job opportunities.
- National Recovery and Resilience Plan (PNRR) funds, the Italy's investment and reform plan for recovery from the Covid-19 emergency. The plan earmarks funds for culture and tourism, through investments in heritage regeneration, enhancement in assets and skills, digitalisation and accessibility, targeting environmental and social sustainability.
- Regional Rural Development Program 2021 – 2027 (not yet approved in Marche Region), supported by the European agricultural fund for rural development (EAFRD), putting emphasis on actions related to restoring, preserving and enhancing ecosystems and natural resources, improving the competitiveness of the farm and forestry sectors and promoting social inclusion and economic development in rural areas.
- Italy's National Strategy for "Inner Areas" (*SNAI – Strategia Nazionale Aree Interne*) promotes sustainable territorial competitiveness to counter, in the medium term, the demographic decline hitting "Inner Areas" across the Country. The Strategy aims to create new income opportunities, enhance territories maintenance, and ensure that "Inner Areas" inhabitants have access to essential



services (local public transport, education, social and healthcare services). The SNAI is supported by both European funds (ERDF, ESF, and EAFRD), in order to co-finance local development projects, and national resources.

#### 4. ACTION PLAN TABLES

Following the description of the measures, projects and activities that serve to achieve the identified objectives, the competent institutions, the estimated period in which these projects take place, the amount of funding that should be suggested for the proposed activities together with their sources.

<b>OBJECTIVE 1:</b>								
<b>Requalification and re-functionalisation of the historical, cultural and environmental heritage for the purpose of optimising the sustainability of interventions and their public uses</b>								
No.	Activity	Holder(s) of implementation	Implementation costs (source)	Execution deadline	Indicators	Target value 2022	Target value 2024	Target value 2027
1.1	Interventions for the recovery and construction of small infrastructures with low environmental impact to support slow tourism based on experiences of integrated use of the landscape, food and wine, historical, natural and cultural heritage.	Tourist Boards of local municipalities, tourist companies, public and private institutions engaged in the sector of the protection and management of cultural and natural heritage, SMEs, local product manufacturers, foundations and non-profit associations	ERDF+ / PNRR / SNAI/ EAFRD	2027	- N. of tourist itineraries - N. of rest areas - N. of created or restored recreational infrastructures - N. of tourist information centers	no	no	yes
1.2	Recovery, redevelopment and re-functionalisation of the existing historical	Tourist Boards of local municipalities, network of stakeholders involved in cultural heritage management	PNRR / SNAI	2027	- N. of interventions in historic centers/villages	no	no	yes

	housing stock of historic centers and rural villages							
1.3	Recovery of the historical-cultural heritage, with particular attention to the accessible use of the system of small museums, local libraries and historical-cultural heritage	Tourist companies, public and private institutions for the protection and management of cultural heritage	PNRR	2027	- N. of recovered historical and cultural assets	no	no	yes
1.4	Creation of an integrated network for the management and use of the architectural, artistic and cultural heritage (museums, libraries and widespread historical heritage)	Network of stakeholders involved in the management and protection of cultural heritage	ERDF+ / PNRR / SNAI / EAFRD	2027	- Development and implementation of a portal/application relating to the accessibility of the cultural heritage network	no	no	yes
1.5	Encourage the design and realisation of natural trails, hiking and cycle paths, and thematic cultural routes linking the coast area to the hinterland	Tourist companies, public and private institutions for the protection of cultural and natural heritage	PNRR / EAFRD / ERDF +	2027	- WebGis portal - Application for users - N. of new cycle-hiking routes - Improved cycle-hiking itineraries	no	no	yes

					-N. of new cultural routes			
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<b>OBJECTIVE 2:</b>								
<b>Support the tourism system through the improvement and promotion of green and low environmental impact services and infrastructures for an accessible and sustainable tourism offer linked to the experience economy</b>								
No.	Activity	Holder(s) of implementation	Implementation costs (source)	Execution deadline	Indicators	Target value 2022	Target value 2024	Target value 2027
2.1	Improving tourist hospitality through training courses for operators who intend to diversify and qualify their tourist accommodation facilities by introducing new services	SVEM through TAKE IT SLOW project, local authorities, foundations and no profit associations, trade associations, training institutions	INTERREG / ERDF+ / ESF+ / PNRR	2025	- N. of courses activated - N. of information initiatives	no	no	yes
2.2	Encourage public/private integration in the management of cultural heritage, in particular by enhancing the accessible use of the system of small	Tourist Boards of local municipalities, public and private institutions for the protection and management of cultural and natural heritage, SMEs	ERDF+/ PNRR	2025	- N. of SMEs starting tourist activities - N. of integrated cultural assets	no	no	yes

	museums, local libraries and cultural heritage							
2.3	Strengthen the widespread hospitality system through the recovery, redevelopment and re-functionalisation of historic centers and rural villages, as well as rural buildings and cultural heritage	Local municipalities, tourist companies, public and private institutions for the protection and management of cultural and natural heritage	ERDF + / PNRR	2025	- N. of recovery and restructuring interventions for tourist activities	no	no	yes
2.4	Promote networks of operators and entrepreneurs in various sectors (agricultural, cultural, social) in order to support the local tourist offer in an integrated way	Tourist Boards of local municipalities, tourist companies, public and private institutions for the protection and management of cultural and natural heritage, SMEs, local product manufacturers	EAFRD	2025	- N. of associations created - N. of tourist services activated - N. of public and private bodies involved	no	no	yes

2.5	Increase the offer from private operators in order to provide integrated support services to the network of cycling and hiking routes.	Tourist companies, SMEs	PNRR / ERDF + / ESF+	2025	- N. of SMEs starting up activities for tourist services - N. of tourism services created by private bodies	no	no	yes
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**OBJECTIVE 3:**

**Support and enhance the local economy through the creation of short supply chains, with particular reference to typical local products and the provision of services in the tourism-cultural field and innovative services (ICT) to the population and businesses**

No.	Activity	Holder(s) of implementation	Implementation costs (source)	Execution deadline	Indicators	Target value 2022	Target value 2024	Target value 2027
3.1	Increase the knowledge of the various local economic operators (tourism, agriculture, crafts and food and wine) on the potential of developing short supply chains in order to better	Local municipalities, tourist companies, public and private institutions for the protection and management of cultural and natural heritage	ESF +	2027	- Recognition of quality food and wine products - N. of training actions / courses activated - N. of information actions activated	no	no	yes

	place products in local markets							
3.2	Support cooperation between stakeholders for the development of short supply chains with particular reference to typical products of greatest interest	Local municipalities, tourist companies, public and private institutions for the protection and management of cultural and natural heritage, SMEs, local producers	PNRR / ERDF + / EAFRD	2027	- N. of supply chains created	no	no	yes
3.3	Experiment and create new products related to cultural heritage	Local municipalities, tourist companies, public and private institutions for the protection and management of cultural and natural heritage, SMEs, local producers	PNRR / ERDF +	2027	- N. of interventions activated - N. of improved products	no	no	yes
3.4	Launch experiential paths for the insertion of the developed products in the	Local municipalities, tourist companies, public and private institutions for the protection	PNRR / ERDF +	2027	- N. of operators involved - Improvement of the territorial image	no	no	yes

	contexts of tourism promotion and at accommodation facilities	and management of cultural and natural heritage, SMEs, local producers			- Qualification of typical and traditional products			
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## 5. CONCLUSION

The strategy identified in the Smart Action Plan is strongly based on the following key principles and recommendations:

- **Mainstreaming culture** as an integral part of wider local/regional policy agenda, such as social cohesion, innovation, tourism, environment and sustainable local.
- **Culture as a driver of economic growth and community regeneration.** Cultural heritage and a vibrant creative economy can increase territorial attractiveness for talent and investment. At the same time, the role of culture in spurring innovation as well as supporting well-being, health, life-long learning and the creation of social capital have become prominent.
- **Protection and safeguarding of cultural and natural heritage** and support for recovery and re-functionalisation interventions for the purpose of optimising the sustainability of interventions and their public uses.
- Promotion of initiatives , activities, and projects in favor of the **dissemination of ICT technologies in the tourism and cultural sector** (e.g. digitised content, interactivity and shared services, etc.), exploiting the various European, national and regional funding opportunities in close connection with research, training, education, and agriculture sectors.

## 6. LIST OF PROJECTS

Following a list and brief description of projects currently being implemented in the pilot area, related to smart specialisation in tourism, sustainable development of cultural and natural heritage and its valorisation in tourism.

Thematic Unit	Name of the project	Description of the project	Project Lead partner and partners	Budget and source of funding	Duration of the project
Tourism / Cultural and natural heritage	<b>Alte Marche: cuore accogliente dell'Appennino</b>	Tourism promotion of the area through a broad set of printed and multimedia promotional materials, publications and contents divided in the following clusters: outdoor, spirituality, culture, taste and creativity.	Unione Montana del Catria e Nerone (LP). Partners: Municipality of Acqualagna, Apecchio, Arcevia, Cagli, Cantiano, Frontone, Piobbico, Sassoferrato, Serra Sant'Abbondio	Approximately € 50.000,00 Source of funding: National Strategy for Inner Areas (SNAI)	Openended
Tourism	<b>CAAM - Ciclovía Appenninica Alte Marche</b>	The aim of the project is to create a route of about 200 km that touches all the municipalities of the Internal Areas Strategy, with 10 charging and maintenance stations for bikes and e-bikes. A route suitable for all categories of cyclists, providing information on	Unione Montana del Catria e Nerone (LP). Partners: Municipality of Acqualagna, Apecchio, Arcevia, Cagli, Cantiano, Frontone, Piobbico, Sassoferrato, Serra Sant'Abbondio	Approximately € 325.000,00 Source of funding: National Strategy for Inner Areas (SNAI)	Openended

		the territorial excellence and the key points of interest.			
Tourism	<b>Le 1000 curve delle Marche</b>	The project involves a broad partnership of public and private entities, for the promotion of motorbike tourism and local tourism throughout the internal area. The goal is to support high-quality experiential marketing on a cultural, naturalistic, eno-gastronomic and sporting level, capable of attracting motorbike tourists even from outside the region, through a long-term territorial hospitality offer.	Unione Montana del Catria e Nerone (LP). Partners: Municipality of Acqualagna, Apecchio, Arcevia, Bolognola, Cagli, Camerino, Cantiano, Frontone, Piobbico, Sassoferrato, Serra Sant'Abbondio, Urbino; Unione Montana Potenza Esino Musone; Ass. 1000 curve; AG Eventi; Azienda del Catria; Curia di Camerino; Informaticati; Moto Club Castelraimondo; Moto Club Tolentino; La Corte della Miniera; Hotel Casale; Inside Marche; Marche and Bike; Pro Loco Camerino; T.S.E.-Urbino Incoming.	€ 147.500,00 Source of funding: Marche Region funds and own funds.	Deadline January 2023
Cultural heritage	<b>RiBalteMarche</b>	A network to promote and enhance the historic theaters of the Internal Areas	Unione Montana del Catria e Nerone (LP). Partners: Municipality of Apecchio, Arcevia, Cagli, Sassoferrato.	Approximately € 10.000,00. Source of funding: National Strategy for	Openended

				Inner Areas (SNAI) and own funds.	
Cultural heritage and tourism	<b>PESARO 2024 Italian Culture Capital</b>	A cultural project valorising a territory rich in historic sites and environmental-landscape treasures, proposing concrete actions with which to also favour integration, innovation, and social and economic development.	Municipality of Pesaro (LP). Partners: 50 municipalities of the Province of Pesaro-Urbino, including whom of the pilot area.	€ 1.000.000,00 Source of funding: Ministry of Cultural Heritage and Activities and Tourism	2024
Tourism	<b>2023 Anno del Turismo di Ritorno. Alla Scoperta delle Origini</b>	The initiative aims to boost Italy's image and promoting the country by attracting tourism and investments, promoting exports, business meetings and creating stable partnerships with Italians living abroad. The Return Tourism will be a lever that will allow to intercept them through the promotion of regional traditions, excellence, villages and territories from which emigration started.	The initiative is promoted by Rete Destinazione Sud and Comitato Promotore Nazionale composed by public and private bodies. With regard to the pilot action area there are involved the following entities: Municipalities of Serra Sant'Abbondio, Pergola, Cantiano, Sassoferrato; Medit Silva Foundation; Monastery of Fonte Avellana.	n/a	January 2022 – January 2024
Tourism/ Cultural and natural heritage.	<b>Progetto Integrato Locale (PIL) "Destinazione natura:</b>	The project promotes the definition of a strategic plan for the territorial tourist development as a system of public-private services and projects	Municipality of Pergola (LP). Partners: Municipality of Fossombrone, Frontone, Serra Sant'Abbondio.	€ 1.345.971,34 of which € 966.985,67 from PSR Marche 2014/2020	2020 - 2023

	<b>itinerari e borghi tra Metauro e Cesano”</b>	aimed at welcoming specific tourist targets, both national and foreign, interested in outdoor activities and bike tourism.			
Cultural heritage and tourism	<b>Pergola Città delle Tinte e dei Colori per la Cultura della Naturalità</b>	An integrated project to relaunch the territory, which intends to recover and protect the ancient crafts and knowledge as a basis for the development of craftsmanship, agriculture, entrepreneurship and local tourism.	Municipality of Pergola	n/a	Openended
Tourism	<b>Centro commerciale naturale Frontone mercato aperto 2.0</b>	The project aims to promote actions and investments for the enhancement and revitalisation of the commercial network of the historic Borgo “Castello di Frontone”, through restoration, rehabilitation and restructuring of the existing heritage and touristic promotion actions.	Partnership: Municipality of Frontone, Unione Montana del Catria e Nerone, Pro Loco Fronte ApS and several private subjects.	€ 82.643,23 of which 50% Ministerial funds and 50% own funds	2021 - 2022
Tourism / Cultural and natural heritage	<b>Geoparco delle Alte Marche</b>	The initiative includes a series of investment projects relating to the protection and enhancement of the cultural and natural heritage of the	Partners: Municipality of Serra Sant’Abbondio, Acqualagna, Piobbico, Apecchio, Cagli,	€ 1.036.045,92 of which € 704.121,86 from PSR Marche 2014/2020	2021 - 2023

		rural areas of the municipalities that are part of the “Area Interna Appennino Basso Pesarese e Anconetano”.	Cantiano, Frontone, Sassoferrato e Arcevia.		
Culture	<b>Ecomuseo della civiltà Umbro-Marchigiana</b>	Creation of an eco-museum dedicated to the history and identity of the communities of the Umbria-Marche Apennines: a cultural and human heritage made up of ancient knowledge and crafts.	Municipality of Serra Sant’Abbondio	€ 279.523,00 Source of funding: FESR, PSR Marche 2014/2020 and own funds	2020 - 2022
Tourism / Cultural and natural heritage	<b>Progetto Integrato Locale (PIL) “Sentieri d’Acqua”</b>	Coordinated development of a rural and innovative tourist offer based on the enhancement and preservation of the local natural, environmental and cultural heritage and, more specifically, of the waterways as historic roads and hiking trails that cross the involved municipalities.	Municipality of Cagli (LP). Partners: Municipality of Acqualagna, Apecchio, Cantiano e Piobbico and several private entities.	€ 1.078.236,96 of which € 783.511,28 from PSR Marche 2014/2020	2020 - 2023
Tourism /Cultural heritage	<b>Maledicto Arnese de Guerra (ed. 2022)</b>	A traveling theatrical show to tell the story and places of some local historical battles. The initiative is funded by the MARCHESTORIE regional project: a traveling festival to discover	Municipality of Cantiano	€ 10.000,00 - MARCHESTORIE - Measure 1 “2022 Annual Cultural	September 2022

		places, traditions, foods, millenary legends of the small villages located in the Marche Region.		Program - Marche Region	
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