

Sustainable management plans

PP8/SVEM

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WP5 ACCESSIBLE NATURAL AND CULTURAL HERITAGE
SITES

Project Acronym: TAKE IT SLOW
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Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 5
Work Package Title: Accessible natural and cultural heritage sites
Activity Title: Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites
Partner in Charge: LP/DNC & PP7/ER
Partners involved: PP8 - SVEM
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INTRODUCTION

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 42 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.

Within the project, PP8/SVEM increased the accessibility of the Forest Codex of Camaldoli, which contains 850 years of rules and regulations on forest and land management. The Codex is a historical paradigm of a balanced relationship between man and nature and represents a concrete model of sustainable development in the Apennines.

PP8/SVEM developed a package of activities with the aim of fulfilling a cultural-educational function and ensuring maximum accessibility and transparency of the contents and ethics of the Codex.

In collaboration with the Monastery of Fonte Avellana, located in an inland area of the Marche region, PP8/SVEM has set up an information, education and visitor centre that combines information, promotion and cognitive insights on the Camaldoli Forest Code and other topics that constitute the attractive resources of the surrounding area.

MANAGEMENT AND ANIMATION OF THE HERITAGE SITES

The site is managed and animated on a non-profit basis by the Congregation of the Monks of Fonte Avellana, owners of the Monastery of the Holy Cross of Fonte Avellana, who have provided technical and financial support for the installations.

The SVEM has also initiated a collaboration with the Centro Studi Avellaniti, based at the Monastery of Fonte Avellana, in order to define accompanying actions for the promotion and extension of the accessibility of the intangible heritage of the Camaldolese monks.

The Centro Studi Avellaniti constantly monitors the use of the Centre for the Interpretation of the Intangible Heritage of the Camaldolese Monks by visitors, assessing their appreciation as well as any problems/limitations in the use of the interactive tools that may be highlighted by the public.

POTENTIAL SOURCES OF (LOCAL) FUNDING

In the future, an efficient management of the heritage could be ensured with private donations, the congregation's own funds, the Regional funds (2021-2027 programming) and S.N.A.I. funding 2020/2027.

CROSS-BORDER EFFECTS

In the cooperation area of the project, both in Italy and in Croatia, there are several monasteries and places of worship that are both spiritual/meditative places and cultural centres, thus becoming important factors in ensuring sustainable tourism.

The strategic plan of the pilot action and the interpretation centre are considered as good practices to be replicated in other cultural and natural heritage sites in the Adriatic region.

NETWORK/PLATFORM OF THE TAKE IT SLOW PROJECT

The CB platform and the public website developed within the project represent a fundamental tool to ensure the strategic and operational sustainability of the TAKE IT SLOW project. In terms of the actions to be carried out, the SVEM is in line with the Memorandum of Understanding (MoU) document.

In order to animate and promote the platform among stakeholders, the SVEM will carry out communication and promotion activities.

POLICY RECOMMENDATION

The Take It Slow project has implemented a number of actions and strategies aimed at mainstreaming, understood as the actual transfer of project outputs and results into regional, local or national policies, as listed below:

- Project Partners are public authorities and regional development agencies, which should make it possible to carry a message to the regional and local level and make them sensitive to the project topics.
- The TAKE IT SLOW project involved certain key local actors with good links to the institutional level in the implementation of the project. The project used a bottom-up approach with the identification of 12 local communities of practice (one for each region), composed of representatives of quadruple helix stakeholders, who were involved in the implementation of several activities (such as definition of a smart action plan, implementation of pilot actions, participation in the CB platform, training, etc.) using a participatory process methodology. The involvement of local authorities, universities and research institutes, businesses and civil society in the elaboration and implementation of action plans and other project activities should ensure the continuity of these outputs, also in terms of sustainability and durability of project results.
- Through the realisation of the activities "Presentation of CB strategic framework, action plan & guidelines" to regional and local public authorities should ensure feedback to the authorities and plant messages at the policy making level should be ensured.
- The pilot actions developed by the project are good practices that policy makers could consider at different stages of local policy/programme planning and implementation.
- The project developed several cross-cutting themes, such as the use of ICT in the valorisation, accessibility and promotion of cultural and natural heritage, sustainable tourism concepts, the importance of green and slow tourism in inland and rural areas, which were presented at several public events attended also by local policy makers, who should take them into account in the programming phase of the Funds and in the definition of local development strategies.

INVOLVEMENT OF STAKEHOLDERS

Through a participatory process, the Smart Action Plan was developed, which was an important moment of meeting with the stakeholders of the Fonte Avellana area in order to analyse the strengths and weaknesses of the territory and to share a common and future vision for the local tourism development.

The Fonte Avellana Cultural Heritage Interpretation Centre was designed and created in close synergy with local stakeholders, museum professionals and the monastic community.

The stakeholders and the LCP have been involved in the training activities in order to co-design new project ideas on sustainable tourism, this allowed to strengthen the bond between different local stakeholders and actors for an intensified future cooperation