

Strategy consultation – Sum-up report

Final version of 29/06/2023

D.3.3.2

Project Full Title	Framework initiative fostering the sustainable development of Adriatic small ports
Project Acronym	FRAMESPORT
Project ID	10253074
Project Website	https://www.italy-croatia.eu/web/framesport
Priority Axis	4 – Maritime Transport
Specific Objective	4.1
Work Package	3
Work Package title	Framework strategy for the development of small ports
Deliverable Nr.	3.3.2
Status	Final
Partner in charge	CORILA
Dissemination Level	Public

ACKNOWLEDGEMENT

The work described in this document was supported by the INTERREG V-A IT-HR CBC Programme - “Strategic” Subsidy Contract - Project: “Framework initiative fostering the sustainable development of Adriatic small ports, FRAMESPORT” (Project ID: 10253074).

DISCLAIMER

The content of this deliverable represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the INTERREG V-A IT-HR CBC Programme or any other body of the ITALY CROATIA CROSS-BORDER COOPERATION PROGRAMME. The INTERREG V-A IT-HR CBC Programme does not accept any responsibility for use that may be made of the information it contains.

Table of Contents

1. Introduction and aim of the document	4
2. Summary of the meetings held	5
3. Main outcomes	7
3.1 Which are the best suggestions to convey concrete messages to policy and decision makers?	7
3.2 Which are the main comments/feedbacks on the FRAMESPORT strategy's structure?	8
3.3 Further discussion on the FRAMESPORT strategy's structure: main outcomes	9

1. Introduction and aim of the document

FRAMESPORT is a project addressed to small Italian and Croatian ports with the aim of developing the coastal area along the Adriatic Sea as well as guaranteeing the long-term sustainability and efficiency of these small port realities. The conditions of small Adriatic ports are quite severe, since there is both an excess of anchorages compared to demand, which lead to worsening of small ports' economic and financial situation, and an increase in the average age of users. Moreover, the imbalance between the Italian and Croatian systems causes a lower attractiveness of the former, while, at the same time, both port systems of the two states lack competitiveness. In particular, Italian ports must implement new business models, measures and actions aimed at an overall recovery.

The main objective of FRAMESPORT is to support a homogeneous improvement of Adriatic small ports through the release of a strategic framework, useful for orienting their future development, thus contributing to increasing their role as engines for the sustainable growth of coastal areas.

Therefore, the expected improvement includes three aspects, namely the sustainability, competitiveness and attractiveness of small ports, and it will be possible through these three project specific objectives:

- Provide a strategic framework for improving small ports sustainable development in the long run;
- Realize an ICT platform allowing the development of innovative tools for small ports management;
- Enhance the competences for a harmonized planning and management of small ports.

In the framework of WP3, which is aimed at systematizing relevant data on small ports as well as defining a common strategic approach for their future development, the activity 3.3 intends to provide a shared common strategy structure. Therefore, the Strategy consultation meetings (one for each Region/County) foreseen by the present deliverables allowed project partners to directly engage high-level stakeholders to obtain their input on the proposed structure of the strategy and assess whether it is suitable to deliver and convey strategic messages to authorities and policy-makers.

This document represents the sum-up report and is built on the inputs that have been provided by project partners.

2. Summary of the meetings held

The following table provides an overview of the main information concerning the meetings that were held by partners.

Region / County	PP in charge	When	Where	Authorities/Companies involved
ABRUZZO REGION	ARAP	27/06/23	Vasto, Italy	<ul style="list-style-type: none"> - Arta Abruzzo - Abruzzo Region - GEIE Green Energy - Municipality of Vasto - Bluepower - Legambiente - Confidustra Chieti Pescara - Dmc Costa dei Trabocchi - Adriafer - ARTA - Municipality of Chieti - Innovatech - Aumatech
EMILIA-ROMAGNA REGION	ITL Foundation	29/06/23	Online	<ul style="list-style-type: none"> - Emilia-Romagna Region
FRIULI-VENEZIA GIULIA	Municipality of Monfalcone	13/06/23	Monfalcone, Italy	<ul style="list-style-type: none"> - Confindustria della Venezia Giulia - Maritime Technology Cluster FVG - Fincantieri - Capitaneria di Porto di Monfalcone - Port Authority alto Adriatico - Museo della Cantieristica
ISTRIA COUNTY	Port Authority of Umag-Novigrad	23/05/23	Umag, Croatia	<ul style="list-style-type: none"> - County Port Authority of Rabac - County Port Authority of Pula - Istria County - County Port Authority of Umag - County Port Authority of Poreč

LIKA - SENJ COUNTY	Port Authority of Senj	19/05/23	Senj, Croatia	<ul style="list-style-type: none"> - Port of Senj Authority - Steering council of Port of Senj Authority - Senj Harbour Master's office
MARCHE REGION	SVEM	18/05/23	San Benedetto del Tronto, Italy	<ul style="list-style-type: none"> - Municipality of Cupra Marittima - Marche Region - University of Macerata - CNA Ascoli - Aliplus - Lega Navale Italia - Sez San Benedetto del Tronto - Central Adriatic Port Authority - Confindustria - Ascoli Piceno - Marina di Porto San Giorgio - Municipality of San Benedetto del Tronto - Italian Ministry of Economy and Finance - MEF
MOLISE REGION	AAST	23/06/23	Termoli, Italy	<ul style="list-style-type: none"> - Marinucci Yatch Club - AFA Systems - Distretto Molise Orientale - Reattiva Srl - GEIE Eurelations
PRIMORJE-GORSKI KOTAR COUNTY	Primorje-Gorski Kotar County	22/05/23	Krk, Croatia	<ul style="list-style-type: none"> - County Port Authority of Umag- Novigrad - County Port Authority of Cres - County Port Authority of Krk - County Port Authority of Crikvenica - County Port Authority of Rab - County Port Authority of Novi Vinodolski - County Port Authority of Mali Lošinj - Medicom d.o.o.
PUGLIA REGION	ASSET & CMCC	19/06/23	Online	<ul style="list-style-type: none"> - Puglia Region, Department for Mobility - Puglia Region, Department for Tourism and Culture

				<ul style="list-style-type: none"> - Puglia Region, Department for Environment - Demanio Marittimo
ŠIBENIK-KNIN COUNTY	Port Authority of Šibenik-Knin County	09/06/23	Šibenik, Croatia	<ul style="list-style-type: none"> - Port of Šibenik Authority - External stakeholders
VENETO REGION	CORILA	24/05/23	Online	<ul style="list-style-type: none"> - Veneto Region - Infrastrutture Venete
ZADAR COUNTY	County Port Authority of Zadar	25/04/23	Zadar, Croatia	<ul style="list-style-type: none"> - Port of Šibenik Authority - Ministry of the Sea, Transport and Infrastructure - Port of Zadar Authority

3. Main outcomes

The following chapters summarize the main outcomes of the meetings held by partners.

3.1 Which are the best suggestions to convey concrete messages to policy and decision makers?

Territorial stakeholders of Adriatic regions discussed various suggestions to effectively convey messages to policy and decision makers regarding the FRAMESPORT project and its strategy. In general terms, they underlined the importance of creating clear and compelling narratives that highlight the tangible benefits and outcomes of the project. This can be achieved by using real-life examples and success stories to illustrate the positive impact of the FRAMESPORT strategy on the Adriatic small ports. The connection of the messages and recommendations obtained through the strategy to specific economic, social, and environmental benefits would allow stakeholders to effectively convey their value to policy and decision makers.

In addition, stakeholders emphasized the importance of utilizing data-driven evidence to support the messages being conveyed, as the connection to robust data, statistics, and economic impact assessments provides a solid foundation to demonstrate the project's viability and potential return on investment.

Stakeholders also stressed the significance of engaging with policy and decision makers through targeted and personalized communication channels. This includes organizing meetings, workshops, and forums specifically designed to address their concerns and priorities. By tailoring messages to the specific needs and interests of policy and decision makers, stakeholders can establish a stronger connection and increase the likelihood of their support.

Collaborating with local economic and social actors is another valuable strategy, given that by involving key stakeholders, such as local businesses, community leaders, and environmental organizations, the messages gain credibility and persuasive power.

Furthermore, stakeholders highlighted the effectiveness of visual storytelling through impactful infographics, videos, and interactive presentations. These visual aids can effectively communicate complex concepts and project achievements, capturing the attention and imagination of decision makers. Providing clear calls to action, outlining actionable steps that decision makers can take to support and advance the project's objectives, empowers them to drive positive change and encourages their active engagement.

Overall, stakeholders emphasized the importance of clear and concise communication, utilizing a data-driven approach, engaging stakeholders, tailoring messaging, and utilizing visual aids and storytelling techniques. These strategies can help effectively convey key messages to policy and decision makers and garner their support for the FRAMESPORT project.

3.2 Which are the main comments/feedbacks on the FRAMESPORT strategy's structure?

During the discussion, stakeholders provided valuable comments and feedback on the structure of the FRAMESPORT strategy based on their understanding and expertise. They commended the strategy for its comprehensive approach that addresses various aspects of Adriatic small ports' development, recognizing the value of a harmonizing and integrated framework that includes infrastructure development, governance, sustainability and stakeholder engagement. They emphasized that this holistic approach ensures a coordinated and well-rounded effort towards the sustainable growth of small ports.

The overall structure of the strategy was recognized as covering all the necessary areas of intervention for the development of tourist ports in the Adriatic region. Stakeholders also provided specific suggestions, such as optimizing governance processes, reducing infrastructure gaps, promoting environmental sustainability and digitalization and facilitating intermodal mobility.

Overall, stakeholders expressed their support for the FRAMESPORT strategy and noted its potential to drive sustainable development and innovation in small ports. They appreciated the collaborative and comprehensive approach of the strategy and emphasized the need for effective stakeholder engagement, a streamlined regulatory framework and community involvement for its successful implementation.

As an additional point, stakeholders stressed the need for a streamlined regulatory framework within the strategy. They emphasized the importance of clear and efficient permitting processes, transparent decision-making mechanisms and supportive regulatory environments. In this purpose, a conducive regulatory framework can facilitate project implementation, attract private sector investments, and ensure the long-term success of small port development.

Additionally, stakeholders highlighted the importance of regional collaboration and knowledge sharing among regional port authorities/managers, which could benefit from the sharing of best practices, lessons learned and success stories. As a matter of fact, this collaboration would allow for a more efficient and effective implementation of the strategy across each region and the Adriatic.

Then, stakeholders emphasized the significance of stakeholder engagement and community involvement within the strategy's structure. They recognized the value of including local communities, businesses, and environmental organizations in the decision-making process to foster transparency, ownership as well as social acceptance of the project's outcomes.

Lastly, stakeholders noted the importance of addressing sustainability not only from an environmental perspective, but also from a social and economic point of view. In this purpose, they highlighted the need for the strategy to consider the feedback and response of the territory and community to the implemented actions.

3.3 Further discussion on the FRAMESPORT strategy's structure: main outcomes

During further discussions, some additional feedbacks were provided by stakeholders on the structure and contents of the FRAMESPORT strategy, which has been described as a catalyst for stakeholders' engagement and consultation, ensuring that diverse perspectives and interests are taken into account.

An important aspect concerns the provision of clear and measurable targets to monitor the strategy's implementation. As a matter of fact, it is important to track the progress of the strategy to measure advancements and identify potential areas for improvement; adaptive management and flexibility were recognized as crucial for addressing evolving challenges and maximizing the positive impact of the project.

One stakeholder remarked the need to involve citizens and the entire community in the strategic development process of small ports, as well as the enhancement of cultural elements specific to each territory. Another point raised was the importance of catering to the aging population by providing special services and promotion policies to guarantee the possibility of nautical practice for the elderly. On the other hand, efforts should also be made to attract young people through new forms of use such as rental and house boats. In this framework, the pilot projects implemented by partners can serve as a starting point for new initiatives in line with the FRAMESPORT Strategy.

Moreover, stakeholders underlined the importance of aligning the strategy with regional development plans, policies and priorities. Lastly, capacity building initiatives and knowledge exchange platforms were emphasized as important to enhance expertise and competence and promote innovative approaches and best practices.