

FRAMESPORT strategy presentation Minutes of the 2nd meeting

Final version of 11/05/2023

D.3.4.1

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.	3.4.1
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).

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Workshop

**Fostering the sustainable
development of Adriatic small
ports: the FRAMESPORT strategy**

05.05.2023
09:15 – 10:30

Adriatic Sea Forum 2023

**ADRIATIC
SEA
FORUM**

**CRUISE
FERRY
SAIL &
YACHT**

DUBROVNIK,
MAY 4-5, 2023

Organised by



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Minutes of the meeting

The Adriatic Sea Forum - Cruise, Ferry, Sail and Yacht, was held on the 4th and 5th of May in the beautiful city of Dubrovnik, at the presence of numerous operators of the tourist sector and of many other relevant stakeholders.

In this international framework, the strategic project for cross border cooperation FRAMESPORT has been presented with a workshop dedicated to the presentation of the draft of the FRAMESPORT strategy, entitled “[Adriatic small ports: a new strategy and new IT solutions for a sustainable development](#)”.

Pierpaolo Campostrini, Managing Director at CORILA, lead partner of the project, opened the workshop highlighting the importance of promoting the territory and local businesses, as well as the priority of increasing connectivity among small ports, as strategic coastal nodes, and the hinterland.

Campostrini also highlighted the main challenges of the nautical sector, which is currently highly fragmented and scarcely competitive, and would benefit of a transition towards **more connected and sustainable ports**.

The need for a diversification of tourism has been also pointed out, as tourists are currently concentrated on a limited number of sites, which tend to be crowded and inadequate to welcome such an high amount of visitors: a challenge to be tackled through information, communication and promotion of the territory and its diversity.

Maurizio Cociancich, IUAV University of Venice, body member of CORILA, intervened to present the project strategy which aims at understanding how ongoing environmental, economic, and sociological changes are affecting the nautical sector and its users, with the purpose of satisfying the demand by updating and adapting the offer.

The tourist ports of today and of tomorrow should be **more sustainable, safe, and competitive** and FRAMESPORT has the ambition of supporting them in this transition through a set of guidelines, best practices and innovative IT tools, to make port infrastructures and services more attractive and able to meet the needs of their users.

Maya Ban, Director at MYS Yachting, identified the lack of information and the scarce involvement of local companies and communities as one of the main obstacles to the development of small ports. Indeed, local realities should work as a network and consider tourist ports as integral parts of the territory and drivers of economic development at the local level.

Another obstacle is the absence of qualified professionals; this should be tackled through ad hoc professional training paths, as well as education and awareness campaigns targeting new generations to reconnect with ancient professions, traditions, and local cultures.

Boris Žuvela, Executive Director at Vela's port authority, believes that the main challenge is guaranteeing the co-existence of a wide range of activities with highly different purposes such as ferries, taxi boats, fishing boats, cargos, and nautical tourists within the same port, especially in the summer period.

In this case, a proper spatial planning and the development of IT software to help in the management of the marinas become key elements of the general macro strategy to be developed.

Education, information, awareness and planning are therefore the key words of the day discussion.

At the end, Pierpaolo Campostrini took the floor to thank all the attendants and to invite them to the next appointment at the Venice Boat Show (31st May – 4th June) where the final event of the FRAMESPORT project will take place on the opening day.

Photos



Signature list

The meeting registered a total number of 12 participants (total number of people) from 10 entities (total number of bodies/institutions/companies), of which:

- n. 2 Regional public authorities/agencies,
- n. 4 Enterprises,
- n. 2 Infrastructure operators,
- n. 2 Universities and research Institutions.