

MINUTES

Stakeholder meetings highlighting priority actions

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Table of Contents

General introduction and remarks on the FRAMESPORT project.....	4
1. MINUTES of the meeting (MoM)	4
1.2. Organization of the stakeholders' meeting.....	5
2. Meeting agenda	7
2.1. Attendees at the meeting	8

General introduction and remarks on the FRAMESPORT project

- FRAMESPORT project aims to perform a coordinated initiative supporting an integrated and sustainable development of small ports from a strategic perspective, thus allowing them to be pro-active socio-economic drivers of the development in the Adriatic coasts.
- Such a strategic objective calls for a multifaceted approach, including both the adoption of concrete pilot actions as well as the identification of priority themes to be promoted within the overall strategy.
- Priorities will be individuated by means of a bottom-up approach, involving local and national stakeholders since the project inception phase. Partners, which have been chosen in order to guarantee a wide territorial approach, will address planning and management topics, business models implementation, enhancement of training and competence, as well as develop ICT tools and services, thus supporting an effective development of small ports in the whole IT-HR area.
- Furthermore, a tailor-made ICT platform will collect and systematize relevant key data on small ports to be shared as a starting point for any further development. FRAMESPORT will build on existing knowledge and capitalize the results of pilot initiatives by integrating them into a new strategic framework boosting small-scale maritime nodes' performances along the Adriatic coasts.

1. MINUTES of the meeting (MoM)

The brief from the stakeholders' meeting

April 14th 2023

Marche Region/Italy

Portonovo, (Ancona)

D.4.4.3. Stakeholder meetings highlighting priority actions

At least 1 meeting is going to be organized per each region/county. Unlike the meetings organized within the deliverable D.4.4.2 "Stakeholder meetings implementing database", the meeting under D.4.4.3 will be aimed at discussing the priority actions to highlight the main themes as well as defining the key performance indicators to be tackled within the strategy. This meeting must be organized to dialogue with stakeholders and deliver relevant hints and suggestions, thus preparing key consultation meetings foreseen in WP3.

1.2. Organization of the stakeholders' meeting

- A Stakeholders' Meeting highlighting priority actions was held on the premises of the SeeBay Hotel in Portonovo (Ancona) on the 14th April 2023, in the context of the first territorial meeting organised by SVEM for the presentation of the results of the "Strategic Document for the development of small ports in the Marche Region", realised within the framework of the "FRAMESPORT" Strategic Project.
- After the institutional greetings, an introduction on the State of the art and prospects of marinas in Italy and the Marche region by Mr Di Filippo (Vice President of Assonautica) and Mrs Marchegiani (Marche Region's Director - Tourism sector) and the presentation of the Project FRAMESPORT by Mr Campostrini (LP - Corila), SVEM presented the pilot actions that were implemented within FRAMESPORT in the Marche regional territory and Mr Arena (POOLENG) presented in depth the "Strategic document for the development of tourist ports in the Marche". This was followed by a lively round table with national and local stakeholders on management models and good practices for the development of tourist ports, that will contribute to the final strategy.
- At the beginning of the roundtable, the QR code with the link to the D 4.4.3 questionnaire was presented (one copy in each event folder, and some paper copies were printed and available in Italian at the venue). The questionnaire aims to support the overall FRAMESPORT Strategy involving stakeholders to evaluate the key performance indicators which are to be tackled within the strategy.
- Discussion points revolved around several topics, that can be summarised as follows:
 - An updated overview of the Marche Region's planning and programming initiatives was presented. There are 4 approved Master Plans for: Fano, Numana, Porto San Giorgio and San Benedetto del Tronto, as well as a Memorandum of Understanding with the Port of Vallugola. The role of the Region is to plan, adopt and approve all the instruments of planning, so as to increase the efficiency of ports that will also be beneficial for Marinas. One of the highlights discussed during the roundtable concerned dredging and the need for an increase in specific fundings to be dedicated to the maintenance of ports and waterways.
 - It was then highlighted the need for a 'New Deal' for tourist port operators to adapt to the recovery of nautical tourism, also in the light of the forthcoming initiatives of Confindustria's 'Table of the Maritime Economy'. Regional coastal planning is the key element for the future development of Italian tourist ports, together with port planning carried out by the system authorities that regulate commercial ports, where new spaces for recreational boating can be recovered. Such planning must, however, be cautious and take into account the fact that many tourist port companies have gone bankrupt in the last decade and that there are still many facilities that need to

be recovered and relaunched: an operation that is not easy to achieve in the face of oversupply.

- Among the other aspects that need to be considered in the development of the next marina strategies, the generational change and the "why buy" phenomenon were highlighted. The increase in charter services is an opportunity for the Marche Region that should be further developed, also considering that it could be a solution that better fits with the needs of younger people. New forms of nautical tourism like house boats and widespread nautical hotels can act as a breeding ground for new nautical consumers.
- There is optimism concerning energy transition which goes hand in hand with propulsion methodologies (water superpower), high power columns for fast charging boats. There are more and more electric boats - energy cell propulsion as well as synthetic methanol produced with photovoltaic panels.
- Climate change has been highlighted as one of the main challenges for marinas in the coming years: rising water levels will reach +80 cm by the end of the century and marinas will need to be redesigned to cope with rising water levels. State fees issue: +25% increase linked to automatism (e.g. cost of raw materials) is unsustainable for operators.
- In terms of governance, the reform of competences has not been accompanied by the provision of human resources to enable local authorities to manage maritime public property. Without adequate fundings, local authorities cannot be independent in the management of public property. There is a need for accurate programming that provides local authorities with the necessary resources to support administrative procedures for planning and maintenance. Planning of public maritime property is at the basis for any hypothetical future development of touristic ports and at the heart of the EU's Blue Economy strategy.
- The small ports in the Marche region have advanced services compared to other regions and they are areas of excellence, but they are less visited than other areas in Italy. It is important to find ways of attracting tourists to stay in the area and discover the surroundings. More tourist itineraries are needed to make Italy known from the sea, without stopping at the port, but to make tourists aware of all that the area has to offer, with itineraries that are easy to reach even for those coming from the sea (e.g. hire of electric bicycles, etc.), so that they stay in the area for longer periods of time.
- Local authorities see the marina as a flagship and reference point for tourism. There is a constant demand for moorings and an increase in charter services and excursion activities, making small ports the engines of economic development. From the sea, our sites offer a spectacle that few others can match and are of great value. The main problems of small tourist ports are: old infrastructure, safety problems, breakwaters that need to be rebuilt and silting. There are major costly interventions carried out every year, but they remain a palliative. An important allocation of resources is

- needed so as to allow decisive interventions (for example, repositioning reefs to protect against silting).
- For the port system authority, the marina and shipbuilding industries are relatively new realities. With the innovations of 2016, the competences were also extended to the Port Authority from the point of view of the subject matter. In the Marche region there is a strong shipbuilding tradition, presence and expertise; it is estimated that 50% of port workers are employed in shipbuilding. These are not stand-alone realities but a network of competences (with partnerships with engineering firms in national and international contexts). Shipbuilding represents one of the main job opportunities and a value for the local territories acting as an economic multiplier. There is a need for investment in training to find qualified personnel.
 - Digitalisation can bring new flexible tools, with low management costs that can be continuously updated and usable by all. With a single investment you can satisfy different types of tourism and demands (e.g. Interreg IT-HR project "Remember").
 - Sustainability, innovation and inclusiveness have been at the heart of Marina Dorica's work for years. It has a Blue Flag and 14001 environmental certification, sea bins to collect microplastics in the port and a new photovoltaic plant (saving 100 tonnes of CO₂). Making the port greener and more accessible is the challenge for the coming years.
 - The problem of dredging is common to all marinas in the area. Every year, about 9 cubic metres of material must be dredged in Marina Dorica, at a cost of 400,000 euros (with more than 35% of the cost for characterisation and analysis). It is important to improve dredging practices, starting with cost containment for certain operations and reducing bureaucracy. The recent 25% annual increase in concessions makes it difficult to remain competitive. Networking between ports in the Marche region could be a solution, with regional bodies to coordinate the project.

2. Meeting agenda

- **Round Table - Activity 4.4 Stakeholders' Meeting : Management Models and Best Practices for the Development of Portuality tourism, moderated by Matteo Arena**
- Nicoletta Santelli, Infrastructure and Transport Department - Marche Region, Associated Partner
- Antonio Bufalari, Secretary General of Assonautica
- Domenico Pascuzzi, Mayor of Gabicce Mare, Associated Partner
- Gianluigi Tombolini, Mayor of Numana, Associated Partner
- Guido Vettorel, Head of Development, Promotion, Statistics, Communication and European Projects, Port System Authority of the Central Adriatic Sea
- Roberto Perocchio, Chairman of Assomarinas
- Leonardo Zuccaro, President La Marina Dorica SpA

2.1. Attendees at the meeting

The meeting registered a total number of 37 participants from 28 entities, of which n. 5 Local public authorities, n. 4 Regional public authorities, n. 1 National public authorities, n. 11 Enterprises, n. 2 Operators of Multimodal logistics hubs, n. 2 Education organisations, n.1 Universities, n. 2 Research Institutions.