

Regional report on best practices in Molise Region

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Introduction

FRAMESPORT MAIN OBJECTIVE

*Improve the **quality, safety and environmental sustainability** of marine and coastal transport services and nodes by promoting **multimodality** in the Programme area, allowing them to be **pro-active socio-economic drivers** of the development in the Adriatic coasts.*

For this reason, the main objective of FRAMESPORT project is to promote the **homogeneous improvement** as well as a harmonized and **more efficient development** of small Adriatic ports by providing a strategic framework that will guide their future development in the long run, thereby contributing to the enhancement of their function of **drivers for the sustainable growth** of the coastal areas, and of **strategic connection nodes** both towards the sea and the hinterland.

Projects' goal is tied to a specific objective that is to improve the **quality, safety and environmental sustainability** of marine and coastal transport services and nodes by **promoting multimodality** in the programme area.

When talking about best practices, at least a double approach has to be duly taken into consideration:

1. The opportunity to report on best practices derived from past or ongoing **European projects**,
2. The possibility to describe **specific approaches to given themes/topics** in response to the peculiar needs of these infrastructures

1. Best practices related to the management and development of small ports

1.1. Best practices: overall vision

In terms of examples of best practice, before analyzing what Molise Region already did, it is useful to have a look at other best practices on the Italian territory, from which PP6'S Pilot Action could draw inspiration. The cases listed below are best practices in terms of action aimed at improving quality, safety and environmental sustainability of some Italian ports and also ports which promoted multimodality in the coastal area, thus becoming pro-active socio-economic drivers of the territory.

After having described best practices about these four themes, a focus on two ports best practices will be reported below.

▪ MULTIMODALITY

Multimodal travel refers to the combination of several transport options (from air to train, to public transport) in the same journey. It entails connecting the existing, mode-specific transport networks and allows travelers to plan, book and ticket their trip door to door through any mode of transport. In this specific case **multimodal transports** represent an opportunity for Adriatic small ports to become **socio-economic drivers** both for the coastal area and the hinterland. In Italy there still does not dominate the idea that creating new networks fosters new possibility for all. For this reason, multimodality is not as developed as it should be. Nevertheless, some cases of best practice exist and are listed below:

- **Marina di Grosseto (Tuscany):** since 2020 the initiative **MareBus** allows a link between the main ports and beaches of the Grosseto city area and the Arezzo city hinterland. To spread the initiative and to make it accessible an App has been developed.
- **Porto Ercole and Argentario (Tuscany):** at Porto Ercole there is the possibility to rent **Ebikes** in order to discover the territory. There is the possibility to make different guided tours to Isola del Giglio, Giannutri or in Maremma Park.
- **Porto Sant'Elpidio (Marche):** also in this case there is the possibility at the port to rent **Ebikes**. Moreover, a project named *Antiche Vie Imperiali di Santa Croce* has been developed in order to make tourists discover the Marche territory in a sustainable way. It consists in 4 different track routes which make tourists discover different characteristics of the Region. In the package is included also a lunch/tasting at local producers/restaurants.

- **Port of Otranto (Puglia):** at the port there is the possibility to rent e-scooter to discover the hinterland next to the port. E-scooters are useful in this area to discover harder-to-find hidden gems and the nearby village of Otranto.

■ ENVIRONMENTAL SUSTAINABILITY

Marina Cala de' Medici

- Electric charging points which deliver and count power, thus avoiding waste.
- Piers in reinforced concrete were covered with Iroko wood, now they are coated with rubber coming from 100% recycled tires.
- Use of green and sustainable cleaning supplies.
- Exclusive use of LED-Lightning
- Seabin garbage disposals

IGY Portisco Marina (Costa Smeralda)

- Purchase of energy from renewable sources in Norway and Finland
- Installation and use of reverse osmosis desalination plant for the production of the water necessary in the whole port **Marina d'Arechi – Salerno**
- Eco-friendly furniture on the piers (ex. Taps with timer)
- Waste water are purified thanks to treatment plants before 2. Le acque prodotte da lavori di piccola cantieristica vengono convogliate tutte in appositi **impianti di trattamento** affinché non vadano a flowing into sea water
- Free service of **bike-sharing**
- Human resource dedicated exclusively to environmental

■ QUALITY

Marina Cala de' Medici

- A platform dedicated to online purchase for all the marina businesses named Shopping Marina Cala de' Medici.
- Qualification certificate of Marina Excellence, and awards such as 24 Plus, 50 Gold, Bandiera Blu, certified by FEE (Foundation for Environmental Education) for the attention to

sustainability and environment. **IGY Portisco Marina (Costa Smeralda)**

- Special 4 season contract a period that runs from a pre-established date of 364 days for a maximum mooring of 335 days, including unlimited consumption of water and electricity. 24 hour-a-day assistance 365 days a year, free Wi-Fi covering the entire area of the port. A courtesy car available to our clients and weather updates in real-time.



▪ SAFETY

Marina Cala de' Medici

- Marina Marina Cala de' Medici, in the light of the Covid-19 emergency, has adopted several extraordinary measures and
- A section of "safe pier", circumscribed and subjected to steady sanification where a customs office is located. Inthere it is possibile to carru out all arrival procedures, without going to the port office or reception.
- A website section dedicated to safety protocol safe.marinacalademedici.it with a specific mail. The initiative is part of a project which wants to make the ports of Tuscany safe. **IGY Portisco Marina (Costa Smeralda)**
- The entries to the wharfs are remote-controlled, the staff uses them carefully and discreetly all year round and there is a video-surveillance system to control the status.
- Safety first, at sea and in the port, with a permanent fire-fighting system, with hoses, that ensures fast intervention for any fire that breaks out at any point in the port.

Marina Cala de' Medici (Tuscany) and IGY Portisco Marina have been chosen as top examples of best practice since they are two ports that place great value on the themes of FRAMESPORTproject. Moreover, they both have a platform (website/app) used for berth reservation but also to offer other ancillary services from which PP6 could draw inspiration.

2. Best practices of small ports

 	<h3>BEST PRACTICE REPORT FORM</h3>
<p>Best practice title: MARINA CALA DE' MEDICI: an example of multifunctional app for berth reservation</p>	
<p>The port has developed an App, easily downloadable, which allows yachtsman to reserve their berth. In the app there is a simple table in which information can be filled in (personal data, boat data, period of stay) to request the availability of berths, and then convert it in a reservation.</p> <p>The app has also other types of services:</p> <ul style="list-style-type: none"> - Possibility to reserve a table in one of the four available restaurants in the port (choosing date, time, number of people) - Possibility to buy a take-away lunch, dinner or drink directly in the app, choosing date and pick-up time of the meal. - The app also offers a chat service on Whatsapp. Tapping on the Whatsapp logo the user is directly linked to a Whatsapp chat with a port representative. - The App provides useful information about the port and contacts - The App is available both in Italian and in English <p>The same services the app offers are also available on the website dedicated to the port together with additional ones.</p> <p>The App is intended for:</p> <ul style="list-style-type: none"> - Port users who wants to reserve a berth - People interested in booking ancillary services (ex. restaurants) - Commercial activities of the port, which can upload their service and make it available <p>The App could be advanced:</p> <ul style="list-style-type: none"> - By promoting it in wider channels of communication, such as bigger apps for berth reservation - offering an initial discount to all people who use it - Making the reservation of other services available on the App (ex. In the port there are already available services such as bike rental, Online shopping, private taxi) 	

Please explain potential transferability in region

The case of Marina Cala de' Medici is a useful one to the PP6 since it shows how a berth reservation App could be integrated with other types of services available to the customer but it's needed that each port should promote its own ancillary services, thus improving quality, sustainability and multimodality in the ports.

BEST PRACTICE REPORT FORM

Best practice title: IGY PORTISCO MARINA: an example of multifunctionality in a port area

The port has developed a multifunctional website, beyond typical information and services of similar port websites, it offers:

- A simple table in which information can be filled in (personal data, boat data, period of stay) to request the availability of berths, and then convert it in a reservation
 - Important information about their commitment to sustainability and safety and privacy
 - Dedicated advantageous proposal of moorings according, to season, prices and clients' necessities
 - Advice about nautical itineraries and routes, nearby beaches, inland treasures to discover
 - An available courtesy car for emergencies and urgent requirements, which can be requested at the offices of the management - Onboard delivery
 - Electric charging points
 - Card, with which clients can purchase services from the marina and its over 40 partners (catering services, crafts, mooring in other marinas, tourist services in the area, wine tastings)
 - A wide range of affiliated services, such as: car and bike rental, wellness center, fitness and swimming center, MOBY and Sardinia ferries, Golf Clubs. Por's customers can take advantage of a 10/20/30% discount on the price list for the use of those services.
 - A section dedicated to news and events
- The Website is intended for:
- Port users who wants to reserve a berth
 - People interested in ancillary services (ex. restaurants)
 - Commercial activities of the port, which can upload their service and make it available to users.

The Website could be advanced:

- By promoting it in wider channels of communication
- Making the reservation of affiliated services directly available on the Website

Please explain potential transferability in region

The case of IGY Portisco Marina is a useful one to the PP6 since it shows how a berth reservation website could be integrated with other types of services available to the customer. PP6 could create a similar frontend for the small port of Molise Region. Each port could promote its own ancillary services, thus improving quality, sustainability and multimodality in the ports. Moreover, the idea of an clients' discount, or of Privilege cards could be an incentive to start using this specific service.

BEST PRACTICE REPORT FORM

Best practice title: A MARINA AS PRO-ACTIVE SOCIO-ECONOMIC DRIVER AND ENVIRONMENTAL SUSTAINABLE ACTOR: THE CASE OF MARINA SVEVA

Marina Sveva is a tourist port realised in 2014 in Montenero di Bisaccia (Molise region). The port can count on 446 berths and has all the main services and facilities of a common small port such as fuel, water and electricity at the dock, sanitary facilities, slipway, crane, travel-lift, linesmen, carpark, info point, shuttle service, restaurant. Even if it is a small port of the Adriatic, Marina Sveva has always given importance to the environment and to adopt best practices in terms of sustainability, both environmental and social and therefore economic.

The Marina Sveva Port – Montenero di Bisaccia is characterized by technology, innovation, waste reduction and active green systems:

- A sustainable last-generation water treatment plant that collects and recycles rainwater
- A system for pumping, treating, and disposing of wastewater and bilge water
- Self-sufficient hot water systems fed by solar panels
- Anti-pollution treatments for the bunkering area and for the water used to wash boats, thus saving drinking water.
- A lighting system based exclusively on LED lights that allows the entire complex to reduce its energy consumption while offering guests a charmingly illuminated atmosphere
- At the top of each jetty new-generation cigarette end disposal bins have been installed, made of nontoxic and 100% recyclable materials.
- A dredger used for the maintenance of the seabed at the port's entrance and in the harbour basin and allowing for the reuse of excess sand to replenish nearby beaches.

The port is committed in several ways to raise awareness on environmental sustainability:

- Meeting involving some stakeholders, public bodies and local schools which provides lessons on marine plastic pollution
- An event involving primary schools in which children's awareness is raised through a lesson on environmental education followed by activity of beach and seabed cleaning, together with a group of scuba divers.
- An event dedicated to slow and inclusive tourism where water sports are demonstrated
- Practical advice on how to travel in a sustainable way can be found on the port website.

The port is committed to sustain local businesses in a perspective of social sustainability:

- Sjev Art is an area of the port dedicated to artisanal products, objects and souvenirs realized with raw materials coming from the sea.
- An event organized on the nearest beach where people have the possibility to get in touch with the local cuisine and sample it, thus keeping the tradition and fostering local businesses.

Since sustainability is a universal topic which can be applied to a wide range of themes, the number of subjects for whom the topic can be of interest is broad.

- The primary beneficiaries of this sustainable practices are the final clients, from nautical tourists to residents who can feel more sustainable knowing that they are making a green choice.
- Secondary, local stakeholders are necessarily involved in these sustainable practices, since this green and eco-friendly behaviour of the port has a direct and inevitable impact to the neighbouring territory and its businesses. This approach reduces negative externalities and on the contrary more activities the port realizes, less impacts they have on the territory since they are thought in a sustainable manner.
- Finally, generally speaking all subjects can be in a way, or another take advantage of such ethical and sustainable behaviours.

Regarding possible transferability in region, it will be open to discussion within the development of the project, especially during stakeholders' meetings.

Please explain potential transferability in region

Regarding potential transferability in region, some of the activities can be easily reproduced in other marinas of the territory, other will take some time. If the installation of solar panels or the procurement of equipment, such as dredgers or water treatment plants, will take some time and investments, other activities such as meetings to raise awareness on environmental sustainability, or the installation of new-generation cigarette end disposal bins or of a lighting system based exclusively on LED lights, can be easily and fast reproduced by other regional marinas.



Figure 1 Source: www.marinasveva.com

BEST PRACTICE REPORT FORM

Best practice title: EFINTIS - Enhancing efficiency of the Intermodal transport flows by improved ICT systems (Interreg – IPA CBC)

EFINTIS aims to increase efficiency of the intermodal transport flows in the programme area by upgrading management information systems. The project will enable, improve or establish new ICT connections between different modes of transport for passengers as well as for goods (maritime, road and railway transport). As ports are usually hubs for all modes of transport, data collection and exchange will be established and will enable faster administrative procedures. Four pilot actions will be implemented: by upgrading and optimizing existing PCS platforms in Bar and Bari, and by setting a milestone in forming ICT tools in Durres and Termoli, EFINTIS will open the door for integration, foster mutual cooperation, and create new solutions for common challenges.

The main potential of the project is the increasing need for better connection of transport subjects in the region, in these Covid-19 emergency times it is more important than ever to develop ICT solutions and to harmonize them with EU standards and requirements.

The project is still ongoing and project staff is trying to develop synergy actions with the Framesport project. Both projects are part of the attempt to boost the intermodal connection at the port of Termoli and to make it smarter and more attractive.

Please explain potential transferability in region

It is a EU funded project that can be easily capitalized in other territories with comparable features. The pilot action, once monitored and evaluated, can be an important initiative to be successfully transferred in other ports.

BEST PRACTICE REPORT FORM

Best practice title: SMARTPORT Smart and Sustainable Energy Port (Interreg – IPA CBC)

SMARTPORT Project aims to enhance South Adriatic and Ionian ports' energy profile by introducing eco-sustainable LED lighting system through 6-month long pilot actions and adopting new and efficient energy strategies that, following the European standards, combine the use of renewable energy sources, energy saving, energy storage and smart grid technologies. The project is still ongoing, and the placement of the equipment has to be done yet.

The led lighting system and the ICT booking APP are both parts of the attempt to make the port of Termoli smarter and more attractive

Please explain potential transferability in region

It is a EU funded project that can be easily capitalized in other territories with comparable features. The pilot action, once monitored and evaluated, can be an important initiative to be successfully transferred in other ports.

BEST PRACTICE REPORT FORM

Best practice title: Hericoast - Management of heritage in costal landscapes (Interreg Europe)

Europe's maritime & fluvial regions exist in great diversity, yet show parallels in spatial & political challenges. The Cultural heritage of these regions form an essential part of coastal landscape. This heritage is considered particular vulnerable exposed to spatial changes in transport, industrialisation of fisheries and use of coastal zones for tourism. Regional policy instruments will be improved through new projects, improved governance and structural change. Seven MEUR in Structural Funds are estimated to be influenced by the project, as well as 1.030 MEUR of other funds. The number of visitors to cultural heritage sites is expected to increase and public access to these sites expected to improve.

A comprehensive website has been created where many valuable information about the coastal territories are available (transports, traditions, cultural heritage, territory descriptions).

Please explain potential transferability in region

It is a European Territorial Cooperation funded project that can be easily capitalized in other territories with comparable features. The results from implemented Interreg projects can be inserted in the regional operational programmes and consequently become best practices to share and replicate in other counties/regions.

BEST PRACTICE REPORT FORM

Best practice title: Almonit - MTC - Albania, Montenegro, Italy Multimodal Transport Connectivity

The overall objective of “ALMONIT-MTC - Albania, Montenegro, Italy Multimodal Transport Connectivity” is to increase cross-border accessibility, promote sustainable transport services and facilities and improve public infrastructures. In particular, four multimodal maritime transport connections will operate between Italy, Albania and Montenegro, while a new pilot multimodal transport on Lake Shkodra will connect Albania with Montenegro. For Albania, this is the first intervention in international inland water transport. The direct beneficiaries are citizens and local public authorities, that will benefit from intensified socio- economic interaction, as well as increased skills and capacities in asset management.

Main Outputs

- 1 new pilot multimodal transport connection between Albania and Montenegro in the Shkodra Lake
- 4 multimodal maritime transport connections between Italy, Albania and Montenegro (Ports of Bari, Termoli, Shengjin and Bar).

Please explain potential transferability in region

It is a European Territorial Cooperation funded project that can be easily capitalized in other territories with comparable features. The multimodal transport connection should be enhanced in the Balkans in order to facilitate the connections between and inside the countries.

Even if it is not linked to ports and nautical tourism, a regional best practice on how to make new stakeholders' networks and to promote the territory, thus offering a sustainable (social/environmental), high-quality, safe (in terms of pandemic era) e multimodal proposal must be reported.

BEST PRACTICE REPORT FORM

Best practice title: **CASTEL SAN VINCENZO and the ALTO VOLTURNO AREA**

The camping Parco Turistico Oasi delle Mainarde has developed a project together with other stakeholders of the territory and some international ones to offer a tourist experience on the open air which corresponded to the demand in pandemic era. The Park has collaborated with some companies to offer multimodal transport such as e-bikes and new thriving experience, such as the possibility to sleep on suspended tents.

Moreover, the park has collaborated with some territorial stakeholders to widen its offer:

- Experiences in farms to discover old case factories and the old art of milking in the nearby agritourism Costantini
- A show cooking together with the local Locanda Belvedere
- A walk on the Gustav line together with AIGAE guides
- A COLLABORATION WITH Molise Avventura and SUP Yoga to study constellations during a canoa trip
- The offer was even widen thanks to a series of events supported by PNALM (Molise Region) and Isernia province and the City of Castel Vincenzo.

The initiative is intended for:

- Tourists of the park who can enjoy the activities
- Associations and regional authorities who can promote the territory through it
- Stakeholders who can become part of this network and promote their business.

The initiative could be advanced by promoting it in wider channels of communication, for examples by creating an app - widening and differentiating the offer every year according to tourist demand.

Please explain potential transferability in region

The case of Parco Turistico Oasi delle Mainarde could be applied to the small ports of Molise because it is a concrete example of how to create a network with what already exists – stakeholders, businesses, regional authorities, cooperation with international companies – that works.