

D.3.2.1 REGIONAL STAKEHOLDERS GROUPS

Friuli-Venezia Giulia, Veneto, Split-Dalmatia County,
Puglia

D.3.2.1 Regional Stakeholders Groups

Work Plans

The activity concerned the institution of Regional Stakeholder Groups (RSGs) in each region. These groups were composed by local/regional stakeholders representing public/private bodies as are public administration, tourist, cultural, environmental protection boards, universities and research institutes, musea, SMEs, development agencies, diving clubs and other NGOs that gravitate in the world of cultural heritage conservation and more specifically in underwater archaeology.

These groups were called to contribute to the analysis of underwater cultural heritage management on territorial level, of the state of the art and the identification of problems requesting for change in terms of sustainable economic valorisation of underwater archaeological heritage sites as experience-based tourist attractions for diving or snorkeling and their accessibility for those categories of potential visitors.

The development of a sustainable tourist offer based on the available archaeological resources (demand survey) will be evaluated by regional stakeholders by means of a questionnaire in which they gave providing inputs in the form of information or data and specification based on their experience and knowledge of the territory.

Acquired results were synthesized and gaps uncovered in each region of reference (in D 3.2.2 Regional Status Quo Analysis Report), in order to allow to project partners to create a set of tools to be applied in pilot action tasks and to be used for action planning. A D.3.2.4 Comparative Study Report was drafted synthesizing and confront the assessment results emerged in D.3.2.2.

Moreover, to determine shared objectives, a final RSG meeting was held in Split (HR) in May 2022 to finalise the joint adopted methodology.

- In RSG1 (Kastela, January 2020), after the introduction of the project features and goals, was presented the role of the regional stakeholders and submitted to the partners the methodology to be used for the stakeholders selection;

- In following months each partner drafted a list of regional stakeholders to be involved in further activity;
- In RSG2 (online, 28/10/2020), partners presented the finalized RSG list;
- In RSG3 (online, 14/12/2020), were presented the results of the questionnaire sent to RSGs;
- In RSG4 (Lecce/Brindisi, 24/09/2021) were presented and discussed first results deriving from the pilot actions in Torre Santa Sabina and Grado;
- In RSG5 (Aquileia, 25/11/2021) were presented and discussed the finalised results deriving from the pilot actions in Torre Santa Sabina and Grado and the closing activities related to Resnik/Siculi site;
- In RSG6 (Split April-May 2022) was presented a draft regional action plan to local institutions and discussed with stakeholders on cultural heritage local development.

Regional stakeholders' group workplan														
	2019				2020				2021				2022	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
RSG selesion														
LP ERPAC FVG								RSG2 online 28/10/20					RSG5 25/11/21	
PP1 Ca' Foscari VE								RSG3 online 14/12/20						RSGs Summary
PP2 RERA Split														RSG6 28/04- 25/05/22
PP3 Kastela Municipality					RSG1 15/01/20									
PP4 R. Puglia											RSG4 24/09/21			
	activities freezed due to the change of partnership										prorogation period			

Being not possible to publish the list of selected stakeholders due to privacy policy reasons (GDPR 25 May 2018), it is anyway possible to present the quantitative involvement based on specific detailed target groups.

However, it is to consider that this is a non-exhaustive list, composed in mid-2020. Other guest-stakeholders also took part in the subsequent meetings organised by the various partners. Thus, the total number of people involved can be even higher than this data.

Here below is the list based on the selection made in 2020, by partner:

Selected stakeholders by target groups									
	Tourist bodies	Diving clubs	Local bodies	Ministries	Universities research bodies	Environmental protection boards	Cultural bodies	SMEs	NGOs
LP ERPAC FVG	3	12	9	3	3	3	15		
PP1 Ca' Foscari VE	8	17	6		1			3	6
PP2 RERA Split *	1	1		1	2		2	3	
PP4 R. Puglia		38	14		4		20	17	15
* PP3 Kastela Municipality cooperated with PP2									

One of the project objectives is the fundamental multivocality of the target groups, like general public (local communities, children, visitors, particularly “green and experience-based” tourists, divers, boaters, kayakers, sport fishermen, tourist guides and activity guides as targets of knowledge impact); local, regional and national public authorities (especially their tourism and natural/cultural heritage, development or planning departments as targets of knowledge and political impact); public service providers of natural/heritage services of public interest; cultural and natural heritage management bodies; regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector); associations/regional innovation agencies; NGO’s (tourist&cultural associations, organisations in the field of tourism and culture, research centres; NGO’s promoting tourism development); education and training organisations, universities, research institutes.

Apart from the questionnaire realized and send to all the stakeholders, several actions to fully involve stakeholders and meetings regarding the role of new social policies and innovative business models in sustainable tourism (Regional Stakeholder Groups) were implemented during pilot interventions.

Following, there are the list of the stakeholders and the workplans realized for each region involved.

1. Friuli Venezia Giulia region

Stakeholders:

Representatives from museums, Ministry of culture, NGO, association for protection of cultural heritage, University, Tourist board, Diving clubs.

Workplan:

In Grado, the diving sport clubs, particularly sensitive to archaeological issues, visited the site and enthusiastically supported the project, also providing a small technical support. The municipality of Grado, for its part, supported the project by providing logistical support on land and organizing a promotional event to communicate to the citizens what type of operations were taking place in their sea and what could have been the developments.

The second step for the involvement of local diving centers, whether they are sport clubs or tourist diving centers, is their training. With this assumption and following the pilot project of Grado 2, which saw the participation of diving clubs' members during the field activities, a "heritage education" project has been carried out, aimed at making diving members and other possible stakeholders to know both the Grado 2 site and other submerged sites in the Region and to formulate a possible offer to use them through the same clubs.

2. Veneto Region

Stakeholders:

Ministry of culture, representatives from NGO, students and researchers from University, Diving clubs, general public.

Workplan:

To involve the public, partner developed and enriched the 'UnderwaterMuseMap', an innovative promotional GIS tool created for widening projects results applicability and transferability to the community and promoting underwater sites with accessibility standards. The 'UnderwaterMuseMap', within which different regions stand to benefit from an efficient IT tool and sustainable tourist offer, is promoted at transnational, national and local level, in the Adriatic and beyond, guaranteeing its sustainability and transferability during and after its implementation.

Repeatability in different areas is assured by the different typology of underwater sites chosen and the particular context of reference. The exploitation of the sites contributes to their full-scale protection, reintegrating them into the local economy as a living and viable economic tourist activity. At the same time, new demand of cultural heritage usage is arising by young generations substantially influenced by the information age and globalization.

Furthermore, partner developed two different virtual navigation on shipwrecks to permit to the stakeholders to visit those sites non available for diving or underwater park. VR is also embracing the needs of a wider inclusion of diverse groups of people integrating creative thinking and innovative ideas in exploiting traditional cultural contents. An immersive VR approach renders underwater sites accessible to a wider public, including people with different kinds of disabilities.

3. Split-Dalmatia County

Stakeholders:

Representatives from museums, Ministry of culture, NGO, association for protection of cultural heritage, University, Tourist board, Diving clubs.

Workplan:

In Resnik, parallel to excavations, attempts to include as many stakeholders as possible have been made since the end of 2019, at the project's presentation in the Vitturi Castle. Local diving clubs participated (in total, 18 divers from diving clubs Giričić, Rostrum and Spinut) through an underwater archaeology course. Apart from amateur divers, archaeology students who had already actively participated in underwater excavations organized by Zadar University and Museum of the Town of Kaštela also participated in the excavations. Divers' education was conducted in situ, with introductory lecture on the site and the excavations conducted up to that point both on land and in the sea, lessons on underwater excavations techniques and methodology and drills with archaeological finds to better understand how to recognize them during the excavation. Most of the participants had previous experience in archaeological excavations, successfully acquiring new skills, while those who didn't have previous experience were assigned to work with expert archaeologists.

4. Puglia Region

Stakeholders:

Ministry of culture, representatives from NGO, students and researchers from University, Diving clubs, general public.

At Torre Santa Sabina, administrations and local community supported the Project with concrete and spontaneous actions: the Carovigno Hoteliers' Association offered room and board to all staff for the entire duration of the excavation campaigns; the Municipality made available spaces for equipment storage and materials laboratory.

The local community followed the work with great participation, visiting the laboratories and asking for information on the Project progress. The research team welcomed visitors to the site on a daily basis, describing in detail the activities underway and the objectives of the project.

Particularly engaging events were organized: the open day of the excavation, which saw the participation of 60 people (including many children and adolescents) and a waiting list of over 100 people; the Roads of Sand Festival, with various musical and theatrical events dedicated to the sea between Carovigno and Porto Cesareo, which met with great success with the public despite the difficult situation dictated by the pandemic.

Furthermore, a total of 100 hours training course has been carried out in Porto Cesareo MPA (Lecce), aimed at 20 young people, mostly women, under 35, to make them archaeological-naturalistic diving and local tourist guides, including also the achievement of diving license. Field and underwater activities have been carried out: diving prospecting and video-photographic documentation of the submerged sites of the AMP of Porto Cesareo, of the Natural Reserve of the State Le Cesine (Vernole, Lecce) and of the Emperor Hadrian pier in S. Cataldo (Lecce).