

*4th and 5th of October 2007, Cankarjev dom, Ljubljana***Joint Partner Search Seminar:***Alpine Space, Central Europe, South East Europe and Mediterranean Programmes***Project idea you would like to present at the Seminar**

You have developed a project idea you want to share and to find partners to propose a project with. On the occasion of a partner search seminar there is a possibility to present the idea and to express a need for partners to join the project.

The events intention is bringing together potential project partners from four Objective 3 - transnational territorial cooperation programmes (2007–2013): Mediterranean, Alpine Space, Central Europe and South East European Space so project ideas you intend to implement in any of four before mentioned projects could be presented.

After the presentations of project ideas four thematic workshops are organised in order to facilitate project idea owner and potential project partners to get into contact, to further develop the idea and to identify any open issues or questions they want to get an answer from programme bodies representatives attending the seminar in the plenary session following the workshops.

If you have a project idea you want to present we are asking you to fulfill the form below and send it until the 20th of September 2007 to E-mail: tomaz.miklavcic1@gov.si and in copy to dejan.cigale@ff.uni-lj.si.

Project idea title:	Transnational promotion of sustainable development of peripheral areas related to aquatic environment (PROAQUA)	
Priority:		
<input checked="" type="checkbox"/> Innovation and entrepreneurship		
<input type="checkbox"/> Protection and improvement of the environment		
<input type="checkbox"/> Improvement of the accessibility and mobility		
<input type="checkbox"/> Sustainable urban development		

Contact details	
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Website	



Transnational

Interregional

Crossborder

Short project description:

The economy of the so-called “peripheral areas” is necessarily unfastening from the traditional ichthyic activities, that is professional fishing and aquiculture (often not able to guarantee the economic efficiency of the companies involved), in favour of new sustainable tourism forms that need to be valorised: the fishing tourism and sport and agonistic fishery, as alternative profit sources for the ichthyic sector enterprises, so to be more attractive to marginal areas and to contrast the high seasonal nature of the tourist presence in the interested areas. The PROACQUA project is therefore oriented to the creation of an organisational system and model that could provide a meaningful valorisation of marginal areas of hinterland, of the coastal and sea strips linked to the ichthyic sector economy and it proposes to get the project objectives through the realization of the following activities.

WP1. Consultation, analysis and planning. The WP1 foresees the setting up of an overall strategy, shared at interregional level, for the development of tourism linked to water in marginal areas, in order to valorise the great existing natural and cultural resources and to widen the offer of sustainable tourist products, for the benefit of coastal communities' economy. The WP1 consists in an advisory phase, to inform the stakeholders on the opportunities deriving from integrated tourism forms and to jointly define the intervention's priorities, and in an analysis and programming phase, in order to identify strengths and strategic opportunities of the ichthyic sector and to define operational intervention lines to be adopted at international level.

WP2. Information and new tourist professions. The development of new activities of tourist incoming asks for the diffusion of information and professions' creation for ichthyic sector's operators. Therefore the WP2 foresees the structuring of informative and training paths, mainly addressed to the creation of professional men, such as the ichthyic-tourism manager, able to manage all aspects related to the ichthyic-tourism activities, and the guide for recreative fishery, equipped with specific competences for following the sportive fisher.

WP3. Territorial valorization: network of ichthyic parks. The WP aims at the implementation of activities for the organization, the integration, the coordination and the valorisation of cross-border territories that have had a marginal development and have a significant richness in natural and cultural resources.

The WP specifically aims at the selection of homogeneous limited territorial ambits (lagoons, fiords, rivers,...) in which the operators of the primary sector will be integrated (fish and aquiculture, but also agriculture), the hotels and restaurants, the managers of cultural resources, the local institution. Those territorial ambits will then assume the name of “Ichthyic Parks”, where to combine the traditional economic activities of the ichthyic sector and the local tourist offer. The creation of at least Ichthyic Park in each interested region, that will be coordinated at a interregional and cross-border level.

WP4. Sperimentation: integrated tourist packages. To allow a fast application to the activities of workers' qualification (WP2) and the territorial organization (WP3) and to guarantee an effective and sustainable impact in the cross-border area, the project foresees the experimentation of tourist packages developed in the cross-border area, realized in three different territorial environments and applied through the involvement of the tour operator and specific agreements to the promotion and the marketing of tourist packages.

WP5. Transnational dissemination activities in the Adriatic area. The WP5 foresees the realization of initiatives aiming at realizing a large diffusion of ichthyic parks and of tourist packages developed within the project, to reach a large basin of potential tourists of those structures.

WP6. Project Management. The WP6 resumes all management activities both technical and financial, and the monitoring and reporting of the project activities. Moreover, it foresees the constitution of a Project's Steering Committee (TSC), representing the whole partnership and in charge of strategic decisions concerning the project itself.



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Main objectives:

The project aims to create an organizational system, able to increase the coastal marginal areas and the drainage mountain, piedmont and plain basins, interested by the project, checking the territorial exploitation phenomena and creating new opportunities, rising from an integrated and sustainable management of the tourism in the Adriatic sea.

The action aims to create an alternative and integrative source of income for small fishing enterprises, increasing the existing infrastructures and structures in the inside, coastal and of the hinterland rivers, nowadays left out by the tourist circuits, and realizing an exemplary and repeatable model of sustainable tourism, based on the integration of environment, agriculture, professional and sporting fishing, cultural activity, wide-gastronomic products and traditions, entertainment, able to mitigate the seasonal nature that, traditionally, characterizes the tourism of interested areas and to promote, on an international level specific tourist sets.

Envisaged Outcomes:

- The control of territorial exploitation phenomena and of environmental deterioration and the promotion of environmental culture, based on sustainability principles.
- The creation of new alternative and additional economic sources, leveraging on the sustainable tourism linked to the ichthyic.
- The development of economic activities tied up to the receptivity, shipbuilding industry, lagoon fishing breeding, aqua culture, small coastal fishing, agritourism and typical products, culture and free time.

Existing Partners (if any):

- Regione del Veneto
- Regione Autonoma Friuli Venezia Giulia
- Regione Emilia-Romagna
- Istrian Region (HR)
- Primorsko Goranska County (HR)

Reseached partners:

Other regional authorities of the Central and South Eastern European spaces

