



**Interreg
Europe**

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SWARE Project

Project level menu of good practices

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INTRODUCTION

The overall objective of the SWARE (Sustainable heritage management of Waterway Regions) project is to foster integrated management of natural and cultural heritage within inland waterway regions by improving the partner regions' related policy instruments in order to create a better balance between the protection and sustainable exploitation of the natural resources and the built heritage sites.

SWARE supports interregional policy learning of the partner organisations related to their common problems identified in the field of heritage management.

The interregional learning process is divided into 3 stages: analysis, good practice transfers and action planning.

The analysis stage serves to refine the thematic assumptions identified during project development through regional State of the Arts inventorying good practices linked to the waterway heritage assets (natural and cultural) in the field of governance & awareness and creating a list of knowledge needs (Ingredients of Change) necessary for the improvement of each policy instrument.

Based on the State of the Art methodology each project partner (Association Regio Water (LP) and Province of Zuid-Holland together) has already elaborated their State of the Arts for their region, including strengths and weaknesses of tourism, heritage management and culture of their region; strengths and weaknesses of their policy instruments and their good practices.

The aim of the Project level menu of good practices is to collect the results of the partner level State of the Arts and to organise these information. This Menu contains all the good practices identified by the SWARE partner regions.

Based on this Menu and a "Guideline"¹ a good practice transfer stage can start.

¹ Another paper, which aim is to match the good practice(s) with the Ingredients for change (knowledge needs) of partner regions

GOOD PRACTICES IDENTIFIED BY THE SWARE PARTNER REGIONS

One main chapter of the partner level State of the Arts was the “Good practices” phase. Each region described at least 3 case studies (*organised information about previously implemented projects in the partner’s region that can be function as a good practice examples for other partners*)

Alltogether 16 number of case studies were collected.

The good practice template is based on the official Interreg Europe good practice template, what will be the basis for developing the online system where the Good Practices will be submitted, analysed by the Policy learning platforms experts and further published on the Programme’s Good Practices Database.

Zuid-Holland

1. Waterdriehoek

2. General information	
Title of the practice	<i>Waterdriehoek</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>public and private (PZH – budget heritage lines / program green / transport over water)</i>
Current status	<i>ongoing</i>

Specific objectives	<ul style="list-style-type: none"> • <i>Involving (protected) natural areas into touristic routes</i> • <i>Development of related infrastructures (e.g. visitor centre) and their management</i> • <i>Renovation of sites/buildings for leisure & hospitality (L&H) purposes, development of related infrastructure and their management</i> • <i>Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services</i> • <i>New diversified L&H packages (integrated products and services), thematic touristic clusters (network of service providers)</i> • <i>Heritage related awareness raising & community engagement (e.g. voluntarism)</i> • <i>Public-private participatory policy-making model for tourism development, management, promotion (e.g. destination management organisations including municipalities, SMEs, NGOs)</i> • <i>Multi-level & cross-sectoral governance structures, integrated policy-making</i> 	
Main institution involved	<i>PZH (budget heritage line / programme green, transport over water), St. Werelderfgoed Kinderdijk, Dordrecht. Nationaal waterpark biesbosch, waterbus</i>	
Location of the practice	Country	<i>The Netherlands</i>
	NUTS 1	<i>Western Netherlands (NL3)</i>
	NUTS 2	<i>South Holland (NL33)</i>

	NUTS 3	
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3. Detailed description	
Detailed information on the practice	<p>Problems before implementation: In the meeting of February 27, 2013 the participants in the heritage line Waterdriehoek established principles ("why we do this"):</p> <ul style="list-style-type: none"> • Strengthens the profile of the region (regional amplification); • Contributes to regional support (residents should be proud of the region, and more make use of); • Promotes regional entrepreneurship; • Has to spur other regional projects; • Regional cooperation (rather than competition); • Contributes to an attractive connection between icons; • Should lead to visible results (performance-oriented); • Must be a unique, qualitative addition to the amenities of the Waterdriehoek; • Have potential visitors; • Has an (economic) impact on the region. <p>Preparation:</p> <p>Project objectives and purposes: The goal of the program is to improve the regional economy by strengthening the iconic sights and the connections between them. Among these is the fast connection between Kinderdijk, Dordrecht and the Biesbosch over water. The desire is to bring more visitors by water to the region. Additionally, partners invested in a new visitor center for the World Heritage site of Kinderdijk, the restoration of windmills and other features, recreational facilities in the Biesbosch and the improvement of cycling and walking routes in and around Dordrecht.</p> <p>Project activities: The Waterdriehoek is the area between Dordrecht, Kinderdijk and the Biesbosch. Ten public and private partners work together to stimulate the attractiveness, accessibility and familiarity of the area since early 2013. Since then the investment program has collected an amount of 16 million euro and counting.</p> <ul style="list-style-type: none"> • Water transport; • Recreational route network (hiking and biking); • Attractive, relief pressure and make the iconic sights of Dordrecht, Kinderdijk and Biesbosch (ports) accessible; • Improving quality of banks by at least 3 showcases; • Support from residents, tourists, students and entrepreneurs; • Niche marketing and products (packages). <p>In 2013, nine organizations in the Waterdriehoek took the initiative for a regional investment program. These nine parties form the coalition for the implementation of the Waterdriehoek. By bundling aspirations, initiatives and investments a series of projects started and accelerated to start the Waterdriehoek</p> <p>This provides a basis for a regional program 2014-2015 which were used to improve the compounds (water transport, recreational route network, edge quality, packages and marketing) and the upgrading of ports (Kinderdijk, Dordrecht and the Biesbosch).</p>
Resources needed	<p>Total budget: € 16 mln and counting</p> <p>Management: external procesmanager</p>
Timescale (start/end date)	2013-2019
Evidence of success (results achieved)	Monitoring and evaluation system: in progress

<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: <i>There is an obstacle in achieving a consensus on general interests. The different interest groups must recognize the fact that spending in different projects than their own, can stimulate the region as a whole.</i></p> <p>Lesson learnt and transferability:</p> <ol style="list-style-type: none"> 1. It is a loose form of cooperation: <i>The collaboration is not institutionalized. There is no formal cooperation or a development company. It's just nine organizations that have decided to join forces. These are quite different organizations: traditional partners in the area such as the Province of Zuid-Holland, the region Drechtsteden and municipalities Dordrecht Alblasserdam and Molenwaard, but also the public transport company Waterbus, the iconic sights administrators Park Board the Biesbosch National Park and World Heritage Foundation Kinderdijk. It is certainly not an exclusive cooperation, because there is also cooperation with many other organizations at the project level.</i> 2. The participants' willingness to invest is key. <i>The organizations in the coalition of implementing the Waterdriehoek find support for their (individual) goals. There is an investment made at the interfaces of these ambitions. This means that there is a central willingness to the investment of the participants. They have ambitions in which they want to invest. And they want those investments aligned to make a profit of their investment and achieve a more effective program. By these goals the organizations had a common vision. This is elaborated in three pages and flexible enough to accommodate future initiatives and projects. Each of the nine organizations additionally pays for the process.</i> 3. Investments are made in the area, in products and in market development: <i>The investment program of the Waterdriehoek is a broad program. Making better use of the water is the basis. And it is invested in special heritage, recreational trails and marketing. It therefore involves an area and a product and market development. With the first, the governmental bodies take a leading role and business owners and marketing organizations take a leading role in the second. This application of the „let the cobbler stick to his last“-doctrine constantly helps managing expectations and is also easy to explain: a public investment in a new jetty at Kinderdijk for the Waterbus only makes sense if Waterbus, Kinderdijk and marketing organizations invest in the promotion of the fast connection therewith as between Rotterdam, Kinderdijk and Dordrecht. The Waterdriehoek is therefore characterized by regional territorial, product and market development through an occasional collaboration of public and private organizations with investment readiness. The concept Waterdriehoek is no more than a working title. Dordrecht, Kinderdijk and the Biesbosch are indeed much stronger terms. The connection between these icons is central and the icons bear the marketing. The Waterdriehoek works, Loos concept and extremely effective.</i>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches : <i>The common interests have been inventoried, from which a set of goals have been realised. The process of a joint operation of inventorying the ambitions, connecting these ambitions to specific goals, and developing programs to achieve these goals (in cooperation with the province of Zuid-Holland) has been an important element.</i></p> <p>It can be used as a good practice because:</p> <ul style="list-style-type: none"> • <i>Special, unique solution for an existing problem</i> • <i>Preparation methods, elements</i> • <i>Strong stakeholder involvement or cooperation with the government</i>
<p>Further information</p>	<p>http://www.watericonen.nl/</p>

2. Oude Rijnzone

1. General information	
Title of the practice	<i>Oude Rijnzone</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>PZH (budget erfgoedlijn)</i>
Current status	<i>ongoing</i>

Specific objectives	<i>Results are innovative, unique, communication, cost-effectiveness</i>	
Main institution involved	<i>Provincie Zuid Holland – Gemeenten Leiden, Leiderdorp, Zoeterwoude, Rijnwoude, Alphen aan den Rijn en Bodegraven – Hoogheemraadschap van Rijnland</i>	
Location of the practice	Country	<i>The Netherlands</i>
	NUTS 1	<i>Western Netherlands (NL3)</i>
	NUTS 2	<i>South Holland (NL33)</i>
	NUTS 3	

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>“Excluding restructuring threatens more clutter, less green and less accessibility. We need to address the quality and vitality of the Green Heart and the Randstad. This successful strategy shows the region that there are profits by restructuring. A few years ago, the number stood still on 135 hectares of new issues. Now that is only 75 hectares. That’s nearly 50 percent gain. I hope that this strategy will result in many other regions.”</i></p> <p><i>Jacqueline Cramer, former Minister of Housing</i></p> <p><i>The middle of the Randstad and the Green Heart is traditionally an urban area along the Oude Rijn. It’s a whimsical area with outdated industrial and messy green, interspersed with towns and villages. Here is much to be gained spatially for the Green Heart and the Randstad. The government in this region gives a boost to the restructuring of businesses, to residential locations and greenery and to the improvement of the accessibility. At regional and national importance, the rural area between Leiden and Woerden, with outdated businesses and companies in the industrial sector is heavily cluttered. The connection to the main roads is often poor. These principles form the basis for redevelopment, to better utilize the location.</i></p> <p>Preparation: <i>Together with the municipalities of Leiden, Leiderdorp, Zoeterwoude, Rijnwoude, Alphen aan den Rijn and Bodegraven, the province of Zuid-Holland prepared a business strategy. In this strategy less space is set aside for business (by an expected lower demand) and the accelerated restructuring. The rollout of new businesses has been postponed. In this way, efficient handling of the space prevents cluttering. The redevelopment is of regional importance for employment, infrastructure and residential facilitation, but also the Groene Hart Nature has benefited.</i></p> <p>Project beneficiaries: <i>houses all kinds of people, of all ages and with different levels of education in the region</i></p> <p>Project activities: <i>The extra river crossing project Oude Rijn Zone interweaves live features, infrastructure and green. In eight subprojects</i></p>

	<p>municipalities work together to improve the quality of the environment. It is focussed on the redevelopment of industrial sites located in Alphen aan den Rijn and Rijnwoude, where an extra river crossing is an essential link for the improved accessibility. At stations of the planned Rijn-Gouwe's, new space to live and work is provided close to public transport. Green outlet areas situated at Rijnwoude and Bodegraven. This makes the new living areas attractive residential areas close to the Randstad with high quality green. The landscape remains intact in these areas: green buffers keep the sight lines of the Oude Rijn to the Green Heart of Holland.</p> <p>In the region it is important to house all kinds of people, of all ages and with different levels of education. The Green Heart remains guaranteed an adequate supply of labor to run them economically. And within this growth, it is important to monitor the core qualities of the landscape, such as the green windows. This particular vistas characterize the landscape. The government also ensures a qualitative integration of green, housing and industry in the area, in cooperation with local authorities and local executive authorities.</p>
Resources needed	<p>Total budget: unknown</p> <p>Management:</p> <ul style="list-style-type: none"> • Inventory and vision • Engage and seduce • Activating and deserve
Timescale (start/end date)	2013- ongoing
Evidence of success (results achieved)	<p>Monitoring and evaluation system:</p> <p>1.) Programmabureau Groene Hart and VRW monitored progress via dialogue with partners/stakeholders.</p> <p>2.) Programmabureau Groene Hart calls to report new initiatives.</p> <p>3.) Evaluation reports</p> <p>Evaluation results: Several projects within the good practice have been realised (or at least a substantial part of the specific projects). Several municipalities have opened up budget for the realisation of future projects within the Oude Rijn zone.</p> <p>Success factors: 1.) bringing together different parties (entrepreneurs, municipalities and province) to cooperate on activities along the Oude Rijn. 2.) The good practice provides a lot of opportunities for private and entrepreneurial initiatives.</p>
Difficulties encountered/ lessons learned	<p>Obstacles and problems: Finance and cooperation</p> <p>Problem solving practices: It confers an overall goal and with aquapuncture it will achieve the overall goal.</p>
Potential for learning or transfer	<p>Innovative elements and novel approaches: The project stimulates the "recycling" or reuse of industrial heritage. There are a lot of plans made for the redevelopment of old industrial areas. 2.) The project uses old historical cities as iconic sights in a broad network which can be reached by water and land.</p> <p>Transferability: 1.) This good practice includes a complete water network (and stakeholders) and 2.) incorporated the historical heritage narrative within the realisation of projects and routes along the Oude Rijn. 3.) Modern and sustainable connection with the sea.</p>
Further information	http://www.ouderijnzone.nl/default.aspx

3. Sloepennetwerk (uniformly marked network of waterways for (small) boats)

1. General information	
Title of the practice	Sloepennetwerk (uniformly marked network of waterways for (small) boats)
Does this practice come from an	no

Interreg Europe Project	
Funding program	<i>divers</i>
Current status	<i>ongoing</i>

Specific objectives	<i>public and private cooperation regional and supraregional level to introduce uniformly marked/signposted networks of waterways for small boats</i>	
Main institution involved	<i>Programmabureau Groene Hart, Waterrecreatie Nederland, VRW different regions, entrepreneurs in the tourist branche, provinces of Zuid-Holland, Noord-Holland and Utrecht</i>	
Location of the practice	Country	<i>The Netherlands</i>
	NUTS 1	<i>Western Netherlands (NL3)</i>
	NUTS 2	<i>South Holland (NL33)</i>
	NUTS 3	

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>The Green Heart of Holland (important part of the province of Zuid-Holland) has more water than for example the province of Friesland but is not known for that. Has also more interesting space and more diversity in recreational and cultural activities, but the waterways are not optimally used or connected to landactivities. One specific problem to be tackled was the introduction of a broad, uniform network. Specifically for navigating the waterways, different, fragmented marked networks existed. The former existing networks were not all connected.</i></p> <p>Preparation:</p> <ul style="list-style-type: none"> • <i>The effectiveness of the fragmented networks was questioned</i> • <i>Building an integrated network was suggested</i> • <i>Volunteers already organised information on region specific SWOT</i> • <i>Funding programs were analysed</i> <p><i>The Programmabureau Groene Hart (a specific working organisation for the three provinces in the Green Heart of Holland) took over coordination together with VRW: they introduced the (innovative) approach of 'versnellingskamers' in the preparation: this is a specifically designed meeting to get a quick view on shared ambitions, possible obstacles and a joint agenda for the stakeholders. This type of meetings accelerate processes, therefor its name: accelerating chambers.</i></p> <p>Project objectives and purposes:</p> <ul style="list-style-type: none"> • <i>Improving the interconnectivity between urban and more rural areas</i> • <i>A uniform network of marked waterways:</i> <ul style="list-style-type: none"> • <i>That has potential for expanding</i> • <i>Realised in close cooperation with stakeholders (among them SME's)</i> <p>Project beneficiaries: <i>Users of the network; SME's providing services next to the network</i></p> <p><i>; Regions as a whole as the network give boosts to the tourist and recreational sectors</i></p> <p>Project activities:</p> <p><i>The accelerating chambers and follow-up meetings have led to the coordinated action planning for one region, including possible extensions; in short the project activities were:</i></p>

	<ul style="list-style-type: none"> • <i>Definition phase (possibilities, obstacles, management and maintenance issues, stakeholder management)</i> • <i>Implementation phase</i> • <i>Evaluation phase and expanding</i> <p><i>The implementation phase concerns implementation on two stages:</i></p> <ul style="list-style-type: none"> • <i>The implementation of facilities on a general level</i> • <i>The physical implementation of a similar structure, uniform signposting and so on, in a specific region connected to other regions</i> <p><i>Cooperation on general level leads to:</i></p> <ul style="list-style-type: none"> • <i>Uniformity</i> • <i>Strong concept</i> • <i>Easy to adopt and to transfer</i> • <i>Ways to commit (a.o. entrepreneurs)</i> <p><i>Cooperation on the region level leads to:</i></p> <ul style="list-style-type: none"> • <i>Specific opportunities in different regions to accentuate their specific qualities and icons</i> • <i>Commitment of specific entrepreneurs</i> • <i>Opportunities to cooperate for entrepreneurs</i> • <i>Knowledge of specific threats and opportunities</i> <p><i>The expansion of the network with uniform signposting is a constant factor</i></p>
<p>Resources needed</p>	<p>Total budget: <i>approximately € 500.000</i></p> <p>Management: <i>Region Holland-Rijnland was the first region to build the network</i></p> <p><i>Programmabureau Groene Hart has coordinated the expansion of the network and organised the different stakeholder sessions; the region is responsible for the actual signposting and the management thereof.</i></p>
<p>Timescale (start/end date)</p>	<p><i>2013 - ongoing</i></p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: <i>There is no overall monitoring and evaluation system, however, all marked networks are loaded into digital systems. A good example of the possible use of all data can be found on sloepennetwerk.nl, a site on which the marked networks are combined with data on services (accommodation, harbours, restaurants, and so on) and the dimensions of waterways</i></p> <p>Evaluation results: <i>Over 400 kilometres have been realised thus far (probably the largest connected network in Europe, see sloepennetwerk.nl for an overview of the marked routes</i></p> <p>Success factors:</p> <ul style="list-style-type: none"> • <i>Concept is simple</i> • <i>Clarity on the uniform standard, helps other regions to follow up</i> • <i>Clear benefits for users and suppliers (entrepreneurs)</i> • <i>Improvement of connections between urban and rural areas</i> • <i>Cost-effective measure to optimise the use of waterways in Zuid-Holland (and beyond)</i> • <i>Good basis for entrepreneurs for developing (self-guiding) tours and so on</i> • <i>By the regional approach the connection with points of interest is guaranteed: the networks success increases the experience of natural and cultural heritage in waterways regions.</i>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: <i>Each region has its specific (physical and non-physical) obstacles. Preparation in the region gives a lot of information in the problems to solve and of course the opportunities. After that it's much easier to start with a joint image</i></p> <p>Problem solving practices:</p> <ul style="list-style-type: none"> • <i>Versnellingskamers' lead to committed stakeholders with a joint image how to develop the marked waterways</i>

	<ul style="list-style-type: none"> • Responsibility in the regions for continuity • Cooperation between governments and entrepreneurs to make sure you keep the same goals • Use the knowledge of users and volunteers in an early stage to identify chances <p>Lesson learnt:</p> <ul style="list-style-type: none"> • A manual helps new initiatives and takes care of uniformity in looks and quality of the signs • Important part of the manual is: agreements on the management of the network have to made in advance
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches: Versnellingskamers: specifically designed meetings to get a quick view on shared ambitions, possible obstacles and a joint agenda for the stakeholders. This type of meetings accelerate processes, therefor its name, which loosely translates to 'accelerating chambers'.</p> <p>Transferability:</p> <ul style="list-style-type: none"> • The development of a uniform network is already being transferred beyond the Green Heart of Holland and can easily be transferred to all regions with a finemazed network of waterways that can be used recreationally • VRW and other organisations have the ambition of expanding the network of uniformly marked networks throughout the Netherlands <p>It can be used as a good practice because:</p> <ul style="list-style-type: none"> • preparation methods, elements => so called 'versnellingskamers' to achieve basis • strong stakeholder involvement and cooperation with the government: <ul style="list-style-type: none"> • initiative from cooperating governments and VRW has pulled the trigger, but success can only be achieved with close cooperation with businesses providing services close to the marked network • governments (provinces, municipalities and water authorities) are needed and willing to help with bottlenecks in the routes (infrastructure) • management system => responsibility for each part in the process of realising the network has sofar been very clear (maintenance and attendance is important for continuity)
<p>Further information</p>	<p>http://www.sloepennetwerk.nl/</p> <p>http://stuurgroepgroenehart.nl/organisatie/nieuws/@270869/nieuws-grootste/</p> <p>http://waterrecreatienederland.nl/expertmeeting-sloepennetwerken-groene-hart/</p>

Tipperary County Council

4. River Suir Heritage Audits 2012-2016

1. General information	
Title of the practice	<i>River Suir Heritage Audits 2012-2016</i>
Does this practice come from an Interreg Europe Project	<i>NO</i>
Funding program	<i>Heritage Council Funding (Exchequer) and TCC own funding</i>
Current status	<i>Funding application pending to national Heritage Council to complete audit in 2017</i>

Specific objectives	<i>Heritage related awareness raising & community engagement (e.g. volunteerism)</i>	
Main institution involved	<i>Tipperary Heritage Office, Heritage Council, Tipperary County Council</i>	
Location of the practice	Country	<i>Republic of Ireland</i>
	NUTS 1	<i>Republic of Ireland</i>
	NUTS 2	<i>IE 02 Southern and Eastern NUTS-II Region</i>
	NUTS 3	<i>IE024 South-East (IE)</i>

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>The River Suir is one of the main waterways in the county, running over 184km in length, the majority of which is in County Tipperary. It supports a variety of habitats and wildlife, the lower Suir area being a designated SAC and has a variety of monuments and heritage sites along its banks. As a waterway it has a number of settlements along its banks and the lower part up to Clonmel would have been used for trade and navigation in the past. There was no comprehensive study or information about built and natural heritage including site designations available for the entire river, so any development was assessed on a local basis.</i></p> <p>Preparation: <i>As funding is acquired on an annual basis a project brief is prepared at the start of the year for a funding application and once funding is awarded a consultant is procured to carry out the audit.</i></p> <p>Project objectives and purposes: <i>Gather baseline data about natural and built heritage along the river corridor that includes habitat mapping and monument inventories, to have a record of what is there which can be used to inform future development and see potential for recreation and river based initiatives. It can also be used in an interpretative way for signage and trails and other initiatives using the river.</i></p> <p>Project beneficiaries: <i>Local authority staff, local communities and stakeholders in the river, such as Inland Fisheries Ireland, as well as various groups that use the river for recreational purposes.</i></p> <p>Project activities: <i>The main feature of the audit on an annual basis is a desktop study on the survey area by the appointed consultants and fieldwork. The study area is generally a 50m corridor/catchment on either side of the river bank although significant features that lie outside this area can be included if the consultants deem them of importance to the overall landscape assessment. The fieldwork is ideally carried out during May and June, which gives the opportunity to revisit the area if necessary during the final reporting stages.</i></p>

Resources needed	<p>Total budget: €68,000</p> <p>Management: The focus with these audits is engagement with local communities to gather local knowledge about the river and to get local communities activated in relation to the river itself. A kick off meeting is held in the study area where the consultants and Heritage Officer are on hand to discuss the project brief for the year and to make contact with local landowners and river users. The Heritage Officer and consultants are in regular contact throughout the year while the project is ongoing. A final dissemination meeting is also held in the local area to invite the public to hear the results of the audit and to give feedback.</p>
Timescale (start/end date)	<p>2012-2016</p>
Evidence of success (results achieved)	<p>Monitoring and evaluation system: Regular updates from the consultants with a mid-term report for July with a final report due in October of each year.</p> <p>Evaluation results: Each year new findings are presented, for example in 2016 almost 300 monuments were recorded along the study area of which only 59 had been previously recorded at a national level. The ecological information and habitat mapping is building up a comprehensive picture of the River Suir which has multiple uses.</p> <p>Success factors: As the project has been multiannual, it may have been challenging from a budgeting point of view but it means that communities along the river are aware of the work that has been done and are interested when it comes to their own area. The level of engagement with the communities as well means that this is not seen as an academic exercise but as something to which they can input and that will have use for the community long term. This will be borne out following the completion of the survey during 2017 and dissemination of the results for the whole county.</p>
Difficulties encountered/ lessons learned	<p>Obstacles and problems: There is an issue with having to apply for the funding on an annual basis. Even though the Heritage Council is supportive of the work, their funding structure does not allow for multi-annual funding. Multiple stakeholders and landowners can make it challenging to keep everyone informed to the extent you would like at all times.</p> <p>Problem solving practices: Lines of communication being open at all times tends to deal with any issues that have arisen. Each consultant carrying out fieldwork is given a letter from Heritage Office outlining project and giving contact number for further information or to raise any concerns. This year we had an issue when a member of the public observed one of the consultants gathering data at the weekend for the final report and was concerned about what was happening. The individual in question contacted TCC's Heritage Office and while they were aware of the audit and were supportive of it, the circumstances did lead to some confusion. In response to their particular concern going forward, consultants will be issued with photo id to be used in conjunction with the letter.</p> <p>Lesson learnt: Communication is key both in house and with local communities and stakeholders. We have also learned that a study like this in a community can activate the community itself to look at projects and initiatives in the area, which are good for the river and good for the communities themselves.</p>
Potential for learning or transfer	<p>Innovative elements and novel approaches : Part of the built heritage audit was carried out while kayaking on the river, and this did give the consultants an opportunity to look at things from an alternative perspective. The local communities have always been a focus of the audits and each year at the kick-off meeting, a big effort is made to link in with them and capture the folklore and local stories about the river. This year in particular the source of the river formed part of the survey area, and looking at different maps there is different points listed as the actual source. The consultants made local enquiries and one of the locals with a specific interest in the river accompanied them on one of</p>

	<p>the fieldwork days to pin down the rivers source.</p> <p>Transferability: When you are looking at the heritage of any area, your baseline data is very important in terms of providing an overall picture and can underpin a holistic approach to heritage management. The heritage audit is a simple but effective and efficient way to do this and is extremely transferrable.</p> <p>It can be used as a good practice because: 4. Strong stakeholder involvement.</p>
Further information	

5. Green & Blue Futures Project

1. General information	
Title of the practice	Green & Blue Futures Project
Does this practice come from an Interreg Europe Project	YES
Funding program	Interreg IVB
Current status	Project completed since 2015 but elements have been developed further by Tipperary Sports Partnership and Tipperary County Council in development of Blueway.

Specific objectives	Heritage related awareness raising and community engagement.	
Main institution involved	Lead Partner: Canals & Rivers Trust UK, partners: Provincie West-Vlaanderen Belgium, The Waterways Trust, Scotland, Province de Hainaut Belgium, Groupment d'interet Public Reussir en Sambre France, South Tipperary County Council, Ireland, Scottish Canals Scotland.	
Location of the practice	Country	Republic of Ireland
	NUTS 1	Republic of Ireland
	NUTS 2	IE 02 Southern and Eastern NUTS-II Region
	NUTS 3	IE024 South-East (IE)

2. Detailed description

<p>Detailed information on the practice</p>	<p>Problems before implementation: Main issue was a perceived disconnect from the river by communities living along it and the local authority</p> <p>Preparation: Project team assembled from within Local authority from Heritage, Sports Partnership, Arts Office, Environmental Awareness, Roads, Social Inclusion and Planning. A number of projects were proposed in areas of infrastructure, art, tidy towns and social inclusion and communities and groups selected along the river. Consultation was carried out with groups based on previous work on networking on the river as part of an Interreg IVC project and stakeholders were identified for each project and they were progressed during the Green & Blue project life.</p> <p>Project objectives and purposes: Overall objective was strengthening and engaging communities along the river</p> <p>Project beneficiaries: Local communities and river users.</p> <p>Project activities: Under social inclusion a project was devised to enable hard to reach youths connect with the river in a positive way and we worked with Youth training services and the Garda Diversion project to run courses in kayaking, fishing, nature, photography and stone mason work. The Art project Sounding Lines had 2 artists engage with a number of communities and groups along the river focusing on sound. The environmental project looked at 3 Tidy Towns groups along the river and brought them together to share experience and good practice and each then developed an initiative along the river as part of the project. Planning, roads and sport looked at access to the river and mapped it and set up a list of priority actions to improve it with a view to helping to develop a green and blueway. They initiated improvements at the start and finish of the proposed blueway and designed improvements for other points which have been carried out following the end of the project. Heritage worked with a number of groups and festivals to promote the river.</p>
<p>Resources needed</p>	<p>Total budget: €223,453.50</p> <p>Management: Project managed by Canals & Rivers Trust in UK. Locally managed by Heritage Officer. Regular team meetings and mid term conference for overall project was held in Tipperary.</p>
<p>Timescale (start/end date)</p>	<p>2012-2016</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: Online reporting system and 2 partner meetings per year. Evaluation of project took place in 2015</p> <p>Evaluation results: Evaluation was through online reporting system and internally through meetings with Director. A number of outputs were very successful in terms of engaging with the communities and developing a strong network such as the Art project and Tidy towns project. The access points project also brought communities and river users together and really got people thinking outside of their own area of the river and looking at the river as a whole. Works that began as part of access project developed infrastructural improvements along key points of the river facilitating the development of a Blueway. This year a canoe-slalom course has been added to the river by Tipperary County Council and the Sports Partnership.</p> <p>Success factors: The relationships built up with the local communities through the different projects were a positive factor in the success of this project. There was also a number of very successful collaborations such as with Youth Services, Day care centres, local schools, Garda diversion project, Workman's Boat club, Clonmel rowing club, Carrick River Rescue, Suircan environmental group among others and some of these collaborations evolved after the project and continue to this day. Funding that enabled design of access point improvement facilitated leveraging of funding from other sources so along the river communities could see actual outputs which contributed to the success and momentum of the project.</p>

Difficulties encountered/ lessons learned	<p>Obstacles and problems: Elements of the initial project proposal did not go ahead and there were changes in personnel which led to some changes being made to the overall output. There was a lot of project areas as well which evolved in a slightly different way once they started due to group capacity etc. Again it was good lines of communication that overcame or helped overcome a lot of these issues.</p> <p>Problem solving practices: Issues were dealt with by steering groups and other participants as necessary.</p> <p>Lesson learnt: The importance of communication in building effective long term relationships with stakeholders and the advantages of early buy in from the stakeholders in any project.</p>
Potential for learning or transfer	<p>Innovative elements and novel approaches: Final exhibition in Art project was interactive and outdoors. A multimedia art trail was created along 1.5 km of tow path and included listening posts, camera obscura in a fishing hut, visual and sound installations in boat huts and viewing points. The event took place during Heritage Week, which is a national event in Ireland and over 130 people came to the river that day.</p> <p>Transferability: Model of stakeholder engagement built on network development of a previous interreg project and we can see that as these projects have finished elements of the networks have evolved to partner in new initiatives.</p> <p>It can be used as a good practice because:</p> <ul style="list-style-type: none"> • Strong stakeholder involvement or cooperation with the government • Innovative activities
Further information	<p>http://greenandbluefutures.eu/details/networking-communities-river-suir https://soundinglines.wordpress.com/</p>

6. Lough Derg Marketing Group

1. General information	
Title of the practice	Lough Derg Marketing Group
Does this practice come from an Interreg Europe Project	no
Funding program	Various as arising
Current status	active

Specific objectives	<ul style="list-style-type: none"> • Public-private participatory policy-making model for tourism development, management, promotion (e.g. destination management organisations including municipalities, SMEs, NGOs); • Multi-level & cross-sectoral governance structures, integrated policy-making 	
Main institution involved	Tipperary County Council, Galway County Council, Clare County Council, Failte Ireland, Waterways Ireland, Inland Fisheries Ireland, North Tipperary Leader Partnership, Tourism Trade representatives	
Location of the practice	Country	Republic of Ireland
	NUTS 1	Republic of Ireland
	NUTS 2	IE 02 Southern and Eastern NUTS-II Region
	NUTS 3	IE024 South-East (IE)

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: Lough Derg is an important visitor destination in the county as part of the Shannon waterway, but it was strongly felt that it had yet to realise its full potential.</p> <p>Preparation: Lough Derg is an important visitor destination in the county as part of the Shannon waterway, but it was strongly felt that it had yet to realise its full potential.</p> <p>Project objectives and purposes: To promote Lough Derg as a destination and to provide additional key visitor attractions in the region. The Vision for the group as outlined in the roadmap published in 2014 was to 'Develop Lough Derg as a key destination for superb water based activities combined with a range of very high quality walking, cycling, heritage, culture and food experiences that will entice domestic and international visitors to stay longer. This will be achieved through joint cooperation of all tourism stakeholders in the development and marketing of their area under the Lakelands-Lough Derg identity'</p> <p>Project beneficiaries: Visitors to the area both international and domestic.</p> <p>Project activities: Building governance in establishing the group, Tourism animator projects, Lough Derg Signage strategy, Lough Derg trail apps, Lakeshore amenity site upgrades at Mountshannon, Terryglass, Dromineer, Ballina and Garrykennedy. Work o Lough Derg Canoe trail, Nenagh Cycle Loops, Upgrade to Lough Derg way, new looped walks, Lakelands trade networking workshops, Trade interventions and stakeholder engagement.</p>
Resources needed	<p>Total budget: Not defined</p> <p>Management: Group is made up of key stakeholders in the region and meets on regular basis and links in with Tourism co-ordinator and others working in area.</p>
Timescale (start/end date)	ongoing initiative
Evidence of success (results achieved)	<p>Monitoring and evaluation system: Carried out by the Group at their meetings.</p> <p>Evaluation results: Ongoing monitoring of projects and development of new initiatives.</p> <p>Success factors: The output of projects shows the success of the initiative such as signage strategy for the lake, Taste of Lough Derg, various events and festivals, upgrade of facilities, canoe trail and product development.</p>
Difficulties encountered/ lessons learned	<p>Obstacles and problems: Challenge to get all stakeholders working together as a coherent unit and this has been built up over the years.</p> <p>Problem solving practices: The Group operates through a consensus-building approach and decisions/problems arising are discussed thoroughly to agree an acceptable position.</p> <p>Lesson learnt: Benefits of working in collaborative way with key stakeholders..</p>
Potential for learning or transfer	<p>Innovative elements and novel approaches: Taste of Lough Derg (http://www.discoverloughderg.ie/atasteofloughderg/), which is an annual programme of events showcasing food producers around the lake during the summer months.</p> <p>Transferability: Good model for inter agency and inter regional collaboration on an ongoing basis. Also good model for destination management and promotion.</p> <p>It can be used as a good practice because: Management System</p>

Further information	http://www.discoverloughderg.ie/
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Area of Metropolitan City of Milan

7. UbiGreen

1. General information	
Title of the practice	<i>UbiGreen</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>M Cariplo Foundation – Environmental Sector's own project unicipality of Strenči, donations</i>
Current status	<i>At the moment completed projects have been published. In the future also on-going projects will be included and texts describing structure and purpose of the database will be available also in English.</i>

Specific objectives	<i>naturalistic projects geolocation; dissemination of information related to naturalistic projects funded by Cariplo Foundation since 2004</i>	
Main institution involved	<i>Environmental NGOs, regional parks, Lombardy Region, provinces; data base developers</i>	
Location of the practice	Country	<i>Italy</i>
	NUTS 1	<i>Northwest Italy</i>
	NUTS 2	<i>Lombardy and Provinces of Novara and Verban-Cusio-Ossola (Piedmont Region)</i>
	NUTS 3	

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>Before ubiGreen, no geolocated tool mapping the location of all the naturalistic projects funded by Cariplo Foundation was available. Therefore several environmental NGOs asked for a user friendly webGIS. UbiGreen helps in planning and projecting new initiatives for environmental protection and is useful for the Foundation itself (when programming and selecting proposals). It could also support decision makers and participatory processes.</i></p> <p>Preparation: <i>Cariplo Foundation organized a consultation with some nonprofit environmental organizations to understand better their requests and suggestions. Then, technical experts were selected (RedTurtle and Gis&Web, two companies located respectively in Ferrara and Genua) to support the design and the implementation of the project, namely the development of the web site.</i></p> <p>Project objectives and purposes:</p> <ul style="list-style-type: none"> <i>-Geolocating naturalistic projects</i> <i>-disseminating and making more accessible the datasets and the information related to naturalistic projects</i> <i>- facilitating the planning of new projects and encouraging the development of partnerships and new synergies</i> <p>Project beneficiaries:</p>

	<p>Target: nonprofit environmental organizations, public institutions, Cariplo Foundation board and officers</p> <p>Project activities:</p> <ul style="list-style-type: none"> -Setting of ubiGreen goals, also on the basis of a consultation with nonprofit environmental organizations -Selection of technical experts with the task to develop the web site -Definition of the web site structure (technical and graphical aspects) -Updating data of naturalistic projects by the lead partners of the project, also involving nonprofit environmental organizations -Web site development -Publication on line, launch and promotion of the initiative
Resources needed	<p>Total budget: 0.1 M€ for database development and management and data entry; mapped projects (when completed) will account for around 300 projects and 50 M€ grants from Cariplo Foundation.</p> <p>Management: The project is being managed by the Environmental Sector of Cariplo Foundation. At the end of the development, on October 2015, ubiGreen was launched during a public event and presented at the annual meeting with nonprofit environmental associations. Possible suggestions for development and improvement were requested to users.</p>
Timescale (start/end date)	the web site is on-line from September 2015
Evidence of success (results achieved)	<p>Monitoring and evaluation system: Functioning and use (e.g. number of visitors) of the website are constantly monitored.</p> <p>Evaluation results: ubiGreen maps the projects funded by Cariplo Foundation through the following calls for proposals: "Sustainable water management" (2004-2006), "Protecting water quality" (2008-2011), "Protecting and enhancing biodiversity" (2007-2011) and "Making the ecological connection" (from 2012 - in progress). At the moment 150 projects out of 290 are geolocated. In the future, also ongoing projects will be mapped. Among the published projects, 18 are located in the area of Metropolitan City of Milan and are focused on: sustainable management of water resources, improvement of the ecological functions of the water system, rehabilitation of habitats and enhancement of ecological connection. The main output was the development of the database that is now in place and working. Use and relevance of the tool for decision making from different players will be evaluated in the future.</p> <p>Success factors: ubiGreen is a user-friendly tool, thus stimulating the consultation of the site and the dissemination of information.</p>
Difficulties encountered/ lessons learned	<p>Obstacles and problems: Some organizations acting as lead partners of the naturalistic projects haven't updated data. Therefore, some projects published on ubiGreen contain some outdated information.</p> <p>Problem solving practices: Lead partners of the naturalistic projects and environmental NGOs operating in each project area were contacted explaining the importance of updating data.</p> <p>Lesson learnt: The involvement of nonprofit organizations in the definition of ubiGreen's goals turned out to be very effective. In order to guarantee a satisfactory development of the project, according to the defined goals, Cariplo Foundation project manager had to work closely with the technical providers, for the definition of the ubiGreen's structure.</p>
Potential for learning or transfer	Innovative elements and novel approaches : The programme of Gauja Raftsmen Festival is diversified each year. In the course of 19 years, since

	<p>this festival was started to organize, the year 2011 is particularly special, because Strenči was granted the status of International Raftsmen Town. In its turn, in 2014, the General Assembly of the International Timber Raftsmen Association was held in Strenči, attended by members of the association from 10 European countries. In that year several wood sculptures were installed on the shore of the river Gauja in honour of raftsmen, and an informative stand "River logging on the river Gauja" was opened.</p> <p>Each year Strenči region invests in improving of the festival venue – shores of the river Gauja. The festival venue has become a popular place for local residents to spend their leisure time, and an attraction for guests of the region.</p> <p>Transferability: Two successful project outcomes, worth being transferred are: 1 - the user-friendliness of the web site; 2 - the opendata section.</p> <p>It can be used as a good practice because: ubiGreen can be considered a good practice as it promotes the dissemination of environmental information through a user friendly geolocated web site.</p>
Further information	http://ubigreen.fondazionecriplo.it/

8. Lands and colours of Lombardy (Terre e Colori di Lombardia - Expo in città) – By Navigli Lombardi Scarl

1. General information	
Title of the practice	<i>Lands and colours of Lombardy (Terre e Colori di Lombardia - Expo in città) – By Navigli Lombardi Scarl</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>Navigli Lombardi funds</i>
Current status	<i>finished</i>

Specific objectives	<p>3. Renovation of sites/buildings for leisure & hospitality (L&H) purposes, development of related infrastructure and their management</p> <p>4. Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services</p> <p>5. New diversified L&H packages (integrated products and services), thematic touristic clusters (network of service providers)</p> <p>8. Heritage related awareness raising & community engagement (e.g. voluntarism)</p>	
Main institution involved	<i>Navigli Lombardi (Lead partner), Lombardy Region, Municipality of Milan.</i>	
Location of the practice	Country	<i>Italy</i>
	NUTS 1	<i>Northwest Italy</i>
	NUTS 2	<i>Lombardy</i>
	NUTS 3	

2. Detailed description

<p>Detailed information on the practice</p>	<p>Problems before implementation: Thanks to the DGR (“decree of regional council”) N° X/2710 - 11/28/2014 concerning "Scheme of the Agreement between Lombardy Region and NAVIGLI LOMBARDI SCARL for the development and promotion of the Navigli system towards EXPO 2015" the plans to act upon initiatives to enhance the territories of Lombardy, in the Darsena in Milan, were confirmed, concurrently with EXPO 2015 and considering the excellent stage provided by the renewed basin area of Milan. With this act Navigli Lombardi Scarl was also completing infrastructural works related to tourism development, thanks to public funds – ERDF and Ministry of Tourism in perspective EXPO 2015). Under these conditions, works have thus began on the retrieval (by public announcement) of floating platforms to be positioned in the dock of Porta Ticinese (subject to a concession by the municipality of Milan), its shell and fittings, ancillary services acts to ensure their complete use (cleaning, security, furniture, electric connections, etc.)</p> <p>Preparation: The area of the Darsena, the ancient dock of Milan (reopened on 26.04.2015), was identified by an agreement between the Municipality of Milan and Navigli Lombardi as one of the places where citizens could enjoy the so called "Expo in Città": a program of events that could have been a reference to the so-called "fuori EXPO" trying to attract visitors of the World Fair in the city center. A separate/specific web-page of the web-portal "Expo in Città" was created just to appropriately disseminate knowledge of what happening in the Navigli area. http://it.expoincitta.com/Blog/Navigli-Fiumi-Di-Eventi-Con-Expo-In-Citta.kl</p> <p>Project objectives and purposes: The main objective of the project was to give visibility to the territories of the Navigli System /and of Lombardy Region in general during the EXPO 2015 in Milan the a wide public coming to Milan from the rest of Italy and around the world so that the the cultural heritage of the Navigli, both tangible and intangible, could be known and visited.</p> <p>Project beneficiaries: In the context of this initiative, both local institutions and entrepreneurs had the opportunity to promote their characteristics and their productions/activities on two floating “stages” along the Naviglio Grande and/or in Darsena. Public bodies and institutions of Lombardy (e.g. Provinces, Municipalities, Chambers of Commerce), either individual or as a group, private parties, individual firms, companies, cooperatives, consortia, temporary groups, business combinations, non-profit entities, individual or group. With regard to the Darsena area in Milan, business up from 30 up to 50 percent for the 150 shops of Ticinese (the Navigli area). The availability period of the proposed spaces proposed for the Festival (a total of 24 weeks on two platforms) was as follows: 32 (thirty-two) weeks (minimum) dedicated to the promotion of public and nonprofit entities; 16 (sixteen) weeks (maximum) you dedicated to the promotion of private entities.</p> <p>Project activities: The allocation of floating platform was composed of other n°4 structures for the retrieval of commercial sponsor in addition to a "Cube" (8m x 8m) for the projections of cultural contents up to 60% of the transmission time.</p>
<p>Resources needed</p>	<p>Total budget: EUR 300.000</p> <p>Management: The Festival was directly managed by Navigli Lombardi staff. A dedicated communication for the event has been scheduled via the EXPO in Città website, the Navigli Lombardi website and the Facebook page. Dedicated meeting along the territories (so called “road show”) of the Navigli system has been carried out by Navigli Lombardi staff.</p>
<p>Timescale (start/end date)</p>	
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: The monitoring of activities has been guaranteed by the 2 public agreement between Navigli Lombardi and a) Lombardy Region b) Municipality of Milan “Expo in Città” mentioned before. At the end of the event the numbers of “ExpoinCittà” confirm the validity of an innovative project.</p> <p>Evaluation results: The evaluation method is based on the participation of the involved public and by the presence of public during the events.</p>

	<p>Hundreds/Thousands (during the weekend) of people grouped there every evening for ordinary events.</p> <p>Success factors: The success factors have been brought from ensuring three key aspects: clear rules and responsibilities included in the public agreements signed by Navigli Lombardy respectively 10 (Municipality of Milan) and 5 (Lombardy Region) months before the beginning of the main event. Funds guaranteed directly by Navigli Lombardy and a contribution from Lombardy Region. Efficient organization. Navigli Lombardi has been clearly appointed as the managing authority of the area for the six months long calendar of events, coordinating also tourism activities related to tourism navigation, private events scheduled by private sponsor and calendar of official engagements</p>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: The main problems were related to infrastructural deficiencies of the area due to the fact that the works have been completed only few days before the beginning of the EXPO2015. We also recorded problems related to the excessive crowding of the area during particular events. Navigli Lombardi could collect also income from private sponsors interested by the high visibility guaranteed by the success of the renewed area of the Darsena.</p> <p>Problem solving practices: The activities led to the solution of practical problems for the best outcome of the activities: the supply of electricity, connection of water, to the furnishings, the cleanliness and the private security service. Navigli Lombardi, as organizer, provided in advance the guidelines to the hosted partners for the “scenic constructions”: the proposals have been examined and then authorized by an internal commission.</p> <p>Lesson learnt: Communities involvement has guaranteed the originality of the proposals, focusing on the unique characteristics of each partner, enhancing the contents. This has been recognized as a key factor for the success of the Festival, underlined by the enormous number of visitors along the six months performance.</p>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches : With the aim to support the communication initiatives of events as part of the Festival LCL, of particular impact was “the Cube”, located on water; it soon became one of the symbols of the area for its impact and high visibility. The Cube consisted of a led wall on all four visible vertical sides (dimension 8m x 8m) and placed on a special floating platform, with direction by remote. On hourly basis, the contents were divided into 60% of institutional and cultural content (programmed by Navigli Lombardi) and 40% in commercial content available to the sponsor which build and operate the installation. Thanks to the Cube, complementary activities were also carried out such as live video events from the EXPO2015 site, press conferences and events from the floating platforms and so on</p> <p>The economic value, compared to private advertising, is: 1h a day divided in short videos of 60 seconds (between 9am and 11 pm) for a minimum of 15 days > €35.000</p> <p>Some data</p> <ul style="list-style-type: none"> • 50,000 attendance for the inauguration on Sunday 26th April; • 20,000 of the parade "None touches Milan"; • 120,000 of the three-day boat-show “NavigaMI”; • 15,000 music event of Emis Killa <p>Transferability: The method can be easily transferred to other urban areas that can be imagined as a loudspeaker for the voices of far territories but rich in terms of cultural assets.</p>
<p>Further information</p>	<p>http://www.navigliombardi.it/</p>

9. The Leonardo Trail (proposed in summer 2013). “I percorsi di Leonardo” – By Navigli Lombardi Scarl

1. General information	
Title of the practice	<i>The Leonardo Trail (proposed in summer 2013). “I percorsi di Leonardo” – By Navigli Lombardi Scarl</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>Italian Ministry of cultural activities and tourism</i>
Current status	<i>work in progress</i>

Specific objectives	<ul style="list-style-type: none"> <i>.Renovation of sites/buildings for leisure & hospitality (L&H) purposes, development of related infrastructure and their management</i> <i>.Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services</i> <i>.New diversified L&H packages (integrated products and services), thematic touristic clusters (network of service providers)</i> <i>.Heritage related awareness raising & community engagement (e.g. voluntarism)</i> 								
Main institution involved	<i>Navigli Lombardi (Lead partner), Lombardy Region, Municipality of Milan. PADIGLIONE ITALIA Expo 2015, Veneranda Biblioteca Ambrosiana, Municipality of Vaprio d'Adda and Parco Adda Nord with its Leonardo Ecomuseum.</i>								
Location of the practice	<table border="1"> <tbody> <tr> <td>Country</td> <td><i>Italy</i></td> </tr> <tr> <td>NUTS 1</td> <td><i>Northwest Italy</i></td> </tr> <tr> <td>NUTS 2</td> <td><i>Lombardy</i></td> </tr> <tr> <td>NUTS 3</td> <td></td> </tr> </tbody> </table>	Country	<i>Italy</i>	NUTS 1	<i>Northwest Italy</i>	NUTS 2	<i>Lombardy</i>	NUTS 3	
Country	<i>Italy</i>								
NUTS 1	<i>Northwest Italy</i>								
NUTS 2	<i>Lombardy</i>								
NUTS 3									

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>The project is included in the enhancement of the system of canals in Milan programs carried out by the Company Navigli Lombardi to find synergies with the activities of various public and private bodies, (municipalities, park authorities, cultural associations, etc.) which already operate for the enhancement of the memories of Leonardo.</i></p> <p>Preparation: <i>The area covered by the project is varied, mainly in the plain, where human settlements are living with an environmental heritage that is particularly characterized in the vicinity of the two Ticino and Adda rivers, which surround it, and from which originate the canals of the Navigli system. The whole area could become a backbone dynamics of relationships based on knowledge and innovation.</i></p> <p>Project objectives and purposes: <i>The “Leonardo trails” project, evoking his genius, intends to help restoring the artistic, historical and environmental assets (in the Milan area and between the Adda and Ticino) which are connected with Leonardo or his time and which can engage with new social and economic development directions. The project assumes the objective of gradually putting in place the necessary actions to make the genius of Leonardo visible through a careful reconstruction of the precise territorial references of Leonardo routes, just the ones which are still visible today.</i></p>

	<p>Project beneficiaries: Project beneficiaries are the users of the canals in a wide sense (tourists and residents) who may have access to a knowledge center of Leonardo's genius to build their own ways of deepening their knowledge of the area they are living or visiting.</p> <p>Project activities: The project activities are provided by a Steering Committee composed of professionals and representatives of organizations involved in the preservation and/or valorization of the works of Leonardo in Milan and Lombardy. Scientific activity has been accompanied by a work of strengthening of communication (through the web and mobile plan of Navigli Lombardi – website, app and facebook page) and infrastructure (pontoons) explicable to the fruition of the routes by the tourist navigation service with particular regard to the Naviglio Martesana. Furthermore, the launch of the Leonardo Trails has been planned by Navigli Lombardi with the involvement of the North Adda Park, City of Vaprio d'Adda and Veneranda Biblioteca Ambrosiana through the organization of trips from Milan to Vaprio d'Adda, open to people (accompanied by experts) who could thus enjoy visiting Leonardo's sites in Milan and along the Adda River.</p>
<p>Resources needed</p>	<p>Total budget: EUR 300.000</p> <p>Management: Navigli Lombardi had the role of coordinator of the subjects involved. Regular meetings have been organized to check the progress of works and the planning of activities. Organizations involved were: Politecnico di Milano, IULM, University Milano Bicocca, University Statale Milano, Veneranda Biblioteca Ambrosiana, Soprintendenza ai Beni Architettonici di Milano, Padiglione Italia - Expo 2015, Lombardi Region Culture Dept., Municipality of Milan Tourism and Marketing Dept., Municipality of Vaprio d'Adda, Natural Park Adda North.</p>
<p>Timescale (start/end date)</p>	<p>36 months (year 2014-2016)</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: The monitoring system is linked to the fruition of a dedicated tourism boat service along the Naviglio Martesana: this specific offer has started only in September 2016 on Sundays. It is linked, as well, to the interactive museum devoted to Leonardo, located in Vaprio d'Adda along the Naviglio Martesana at the "Casa del Custode delle Acque"</p> <p>Evaluation results: The project led to the solution of the networking of a number of cultural resources linked by a single theme (Leonardo) which were previously not offered in a unified way, producing weak bid. The creation of an information base of knowledge and networking of different subjects was able to create a proposal for a tourist itinerary (Leonardo trails) that potentially attracts Italian and foreign users to a rich territory, but little known. The involvement of local communities provides added value in terms of storytelling, highlighting to identify and give the sense of belonging to the places and their traditions.</p> <p>Success factors: The success factors are bound, as it usually happens, to 3 aspects: a shared strategy, a strong organization driven by a qualified lead partner, the financing of required activities to make concrete the identified actions</p>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: There have been no particular critical factors during the course of the project for a maximum sharing of intent on the project goals among the stakeholders involved. The only registered problems were linked to the physical infrastructure of the Naviglio Martesana because tourism navigation along the canal until last summer was impossible for works on the canal banks and to the management of the interactive museum dedicated to Leonardo and located at the "Casa del Custode delle Acque" in Vaprio d'Adda because a specific agreement had to be signed between the municipality and the Adda Nord Natural Park.</p> <p>Problem solving practices: About the first problem, works have been carried out thanks to the Consorzio Est Ticino Villoresi which manages the canals infrastructures. The negotiation about the management of the interactive museum at the "Casa del Custode delle Acque" in Vaprio</p>

	<p><i>d'Adda is still ongoing and it should be formalized in the first months of 2017.</i></p> <p>Lesson learnt: <i>The active involvement of a number of actors re-united under the name of Leonardo has been able to combine a number of aspects that were previously isolated. The information given by a qualified "Steering Committee" has been fundamental because it allowed different actors to recognize themselves as actors of equal dignity around a single plan.</i></p>
Potential for learning or transfer	<p>Innovative elements and novel approaches : The innovative model is in the network of different local actors both of the metropolitan area (Milan) and of the rural/naturalistic area (Vaprio d'Adda) at different administrative levels (Municipality, Natural Park, local cultural associations) where "Knowledge" and "Involvement" are the key elements for the projects results.</p> <p>Transferability: <i>The methodology of sharing strategies and the involvement of local communities can be transferred to other realities that need to relaunch the fruition of territories rich in cultural elements initially unrelated to each other.</i></p> <p>It can be used as a good practice because:</p> <p><i>3.Preparation methods, elements</i></p> <p><i>4.Strong stakeholder involvement or cooperation with the government</i></p> <p><i>5.Management system</i></p> <p><i>8.Problem solving practices</i></p> <p><i>The project has been supported by an in-depth analytical work on the presence of Leonardo along the canals system made by a Scientific Committee, linked by the opportunity to create personalized and dedicated routes (via the app "I Navigli" for i-OS and Android) and the furniture of floating pontoons to improve the tourism navigation service along the Martesana.</i></p>
Further information	<p>http://www.navigliombardi.it/</p>

10. Rural Terracqua circuit (Circuito Rurale Terracqua) – By Parco Agricolo Sud Milano - Expo 2015 fuori le mura

1. General information	
Title of the practice	<i>Rural Terracqua circuit (Circuito Rurale Terracqua) – By Parco Agricolo Sud Milano - Expo 2015 fuori le mura</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>Funding program: 40% through funds of FESR and POR (Programma Operativo Regionale), COMPETITIVITA' – Asse4 Expo 2015 – Linea di Intervento 4.1.1.1. , 60% from project's partners (Provincia di Milano, Comuni ed Enti Ecclesiastici).</i>
Current status	<i>the project was completed in December 2014 and since 2015 all the actions are usable.</i>

Specific objectives	<p><i>1.Involving (protected) natural areas into touristic routes</i></p> <p><i>2.Development of related infrastructures (e.g. visitor centre) and their management</i></p> <p><i>4.Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services</i></p> <p><i>8.Heritage related awareness raising & community engagement (e.g. voluntarism)</i></p>
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	<p>9. <i>Public-private participatory policy-making model for tourism development, management, promotion (e.g. destination management organisations including municipalities, SMEs, NGOs)</i></p> <p>10. <i>Multi-level & cross-sectoral governance structures, integrated policy-making</i></p> <p><i>The main target was building a unified framework to manage the use of the Parco Agricolo Sud Milano's territory, in the area between Naviglio Grande and Naviglio Pavese. Networking of the matters about nature, agriculture, history and landscape. These themes have developed over the centuries a huge natural, environmental, historical and human heritage.</i></p>	
Main institution involved	<p><i>project leader: Parco Agricolo Sud Milano.</i></p> <p><i>local public authority of: Assago, Buccinasco, Casarile, Lacchiarella e Vernate;</i></p> <p><i>ecclesiastical authority, represented by Comune di Zibido San Giacomo's parishes.</i></p>	
Location of the practice	Country	<i>Italy</i>
	NUTS 1	<i>Northwest Italy</i>
	NUTS 2	<i>Lombardy</i>
	NUTS 3	<i>Milano</i>

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>gathering and sharing of projectual contents with the partners. Starting the design procedures and respecting the project presentation deadline to get the funding.</i></p> <p>Preparation: <i>establishment of thematic technical meetings to build the project with different project partners</i></p> <p>Project objectives and purposes: <i>promotion and spread of a sustainable use both of the protected area, and of the ecological network ;</i></p> <p><i>-promotion and spread through the protection and enhancement of the south Milan agricultural heritage ;</i></p> <p><i>-cultural promotion of the south Milan rural heritage;</i></p> <p><i>-realization and promotion of a rural circuit about Expo 2015 topics, but with a special consideration of the peri-urban areas (fuori le mura) because they are more representative than Expo.</i></p> <p>Project beneficiaries: <i>all the Metropolitan citizens, who can afford both the historical heritage, and the services offered by the farmers in the area, thanks to this rural circuit.</i></p> <p>Project activities: <i>the main target of The "PIA Rural Terracqua circuit Parco Agricolo Sud Milano Expo 2015 fuori le mura" was building a unified framework to manage the use of the Parco Agricolo Sud Milano's territory. The use of this area, because of its natural history, rests on four basic topics: nature, agriculture, history and landscape. These themes have developed over the centuries a huge natural, environmental, historical and human heritage.</i></p> <p><i>Starting from these premises, the PIA aimed to start up some virtuous actions that allow the enhancement of the existing assets and cultural activities, directing the results towards a social and economic impact for the area concerned.</i></p> <p><i>The projectual actions allowed to achieve these outcomes:</i></p> <ol style="list-style-type: none"> <i>1. Retraining of 5 natural areas and reinforcement of the lowland ecological network</i> <i>2. Restoration of two churches</i> <i>3. Restoration of the frescoes inside a chapel</i> <i>4. Construction of cycle paths</i>

	<p>5. Construction of Environmental and educational paths</p> <p>6. Release and free delivery of a volume that gathers all the solutions</p>
<p>Resources needed</p>	<p>Total budget:</p> <p>Management: the project leader is Parco Agricolo sud Milano, which worked together with the project partners for 3 years, through the establishment of monthly thematic technical meetings in order to check the work in progress.</p>
<p>Timescale (start/end date)</p>	<p>3 years</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: regular meetings with all the project partners, and also with Regione Lombardia, the funding provider.</p> <p>Evaluation results: thanks to a complex and detailed work on the field, begun in 2010 and completed in 2015, eventually the actions have been all successful, with no particular problems except the usual ones and related to the construction of public works. The actions have allowed the creation of new retrained naturalistic areas, the creation of almost 10 km of new cycle paths, as well as the recovery of the historical heritage of ecclesiastical kind, building a new circuit finalized to the knowledge of the rural world.</p> <p>Success factors: the main success factor of the project lies in the fact that it was possible the realization of a rural circuit, which opens the city to the countryside, thanks to the collaboration with all stakeholders in the area.</p>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: the main problems have been found in compliance with the deadlines given by The Funding Program, that were not in line with the timing given by the Italian law on public works. The reporting and control phase was very complex.</p> <p>Problem solving practices: the critical issues were resolved thanks to an excellent cooperation with partners and Regione Lombardia, which has</p>

	<p>enabled the success of the project through the granting of a six-month extension.</p> <p>Lesson learnt: it was very important the relationship created with project partners, who with their needs and suggestions have helped the project leader to drive all the necessary steps to achieve the goals.</p>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches: The PIA, thanks to its various operations and actions, it is based on a strategy of union of the main themes of the park, with the intent to find appropriate ways of use to the peri-urban areas system, in order that the city and the countryside will meet and will be entitled to use the rural heritage.</p> <ul style="list-style-type: none"> • These are the other targets in addition to those mentioned above : developing a strategy to promote the countryside close to the metropolitan area, focused on knowledge of small architectural and cultural treasures, which allows a better use for the community, whether local or foreign; • realizing a shared project with the municipalities, that enables to relate to the roots of the local community and visitors, and develops the potential unmanifested from rural areas of the Parco Agricolo Sud Milano; • encouraging the development of a cultural offer, that intercepts the demand of local communities and non-residents outside visitors; • widening the recognition of the agricultural area of south Milan as a system that offers a quality tourist accommodation in the services offered by farms; • consolidating the value of material culture as a factor in the construction of local identity; • implementing the park's planning and scheduling (Piano di Settore della Fruizione), but also to the superordinate (PTR, PTCP, ecc..) on sustainable land use and implementation of the Ecological Network; • Developing a cultural communication project on the themes of rural life, highlighting the elements of innovation of services and opportunities offered through innovative systems of tourist information; and correlating the initiatives introduced by the PIA with the themes of Expo, promoting lasting initiatives that can continue in the structural form even after 2015. <p>Transferability: the success of the project is due by two factors:</p> <ol style="list-style-type: none"> 1. dialogue and ability to network with project partners; 2. creation of a connection between the city and the country, through a slight enjoyment that allows the knowledge of a rich historical, cultural, natural and agricultural heritage. <p>It can be used as a good practice because: The PIA (Progetto Integrato d'Area) project Rural Terracqua circuit - Parco Agricolo Sud Milano Expo 2015 fuori le mura, can be considered a good practice thanks to the action on the environment, and to the creation of a network of the matters about nature, agriculture, history and landscape, aimed to the knowledge of the assets inside the protected area, usable by Metropolitan Citizens.</p>
<p>Further information</p>	<p>http://parcosud.provincia.milano.it/</p>

11. Area's integrated project to realize a program of infrastructural works and the development of touristic environmental works and the development of touristic environmental, cultural, regional system of Navigli canals and waterways. Looking at expo 2015.

1. General information

Title of the practice	<i>Area's integrated project to realize a program of infrastructural works and the development of touristic environmental works and the development of touristic environmental, cultural, regional system of Navigli canals and waterways. Looking at expo 2015.</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	<i>FESR (ERDF) priority 4</i>
Current status	<i>Project ended The PIA (Integrated Project Area) of Navigli canals has been realized starting from the knowledge that the system of canals and waterways is, doubtless, among the regional prestigious peculiarities. It is a set of high environmental and landscape value that link the capital of Lombardy with the system of rivers and lakes. The Navigli canals, together with the towpaths, are a natural tourist route running through the heart of Lombardy, in a slow way of motion, which allows you to know, in a sustainable manner, the territory with its own quality.</i>

Specific objectives	<ol style="list-style-type: none"> 1. Involving (protected) natural areas into touristic routes 2. Development of related infrastructures (e.g. visitor centre) and their management 3. Renovation of sites/buildings for leisure & hospitality (L&H) purposes, development of related infrastructure and their management 4. Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services 5. New diversified L&H packages (integrated products and services), thematic touristic clusters (network of service providers) 6. Smart ICT tools (e.g. apps, smart tourism card systems) 7. Eco-innovation (e.g. sustainable modes of recreational transport) 	
Main institution involved	<i>Lombardy Region, the Consortium Est Ticino Villorresi (leader), Navigli Lombardi Scarl, the Lombard Park of the Ticino Valley, the South Milan Agricultural Park, North Adda Park, Groane Park.</i>	
Location of the practice	Country	<i>Italy</i>
	NUTS 1	<i>Northwest Italy</i>
	NUTS 2	<i>Lombardy</i>
	NUTS 3	

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>The PIA has been made possible through the networking of many institutional actors who have signed, in October 2012, the Programme Agreement promoted by the Lombardy Region for the definition of an "Area's Integrated Project to realize a program of infrastructural works and the development of touristic, environmental, cultural, regional system of canals and waterways. Looking at EXPO 2015"</i></p> <p>Preparation: <i>The PIA has been made possible through the networking of many institutional actors who have signed, in October 2012, the Programme Agreement promoted by the Lombardy Region for the definition of an "Area's Integrated Project to realize a program of infrastructural works and the development of touristic, environmental, cultural, regional system of canals and waterways. Looking at EXPO 2015"</i></p>

	<p>Project objectives and purposes: The PIA tried to integrate cultural and environmental aspects for touristic and economic development of the concerned territory, developing system's actions aimed at enhancing the cultural, natural, touristic, agricultural and sustainable mobility aspects and giving to the system of canals a unitary frame, even within the single physical and topographical features. In particular:</p> <ul style="list-style-type: none"> - making available to a wide audience the documentary material and the places where, over the centuries, the channels, through water regulation have transformed the environment of vast areas of Lombardy in the most valuable agricultural area in Europe; - give back value to an example of local history through a new use, synergistic with the original one, to restore historical memory and Enhance the landscape of Lombardy; - make available to citizens operational structures for tourism, to practice teaching, research, or just to stop during a walk; - experiencing a model of sustainable tourism for the environment, in line with the Aalborg Chart and the Sustainable Tourism Chart. <p>Project beneficiaries: All the interested territory and involving different target users of its inhabitants.</p> <p>Project beneficiaries: All the interested territory and involving different target users of its inhabitants.</p>
<p>Resources needed</p>	<p>Total budget: 36 projects for about 35 M € of investment, of which about 25 M € Represented by EU funding ROP ERDF Priority 4</p> <p>Management: Est Ticino Villoresi Consortium was the leader, having the entire management of the administrative and accountability procedures; the individual partners have coordinated the technical, authorizative and realizative part for each project.</p>
<p>Timescale (start/end date)</p>	<p>January 2013 / December 2015</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: Meetings and technical meetings on a monthly basis, at least with the project partners and regional representatives of Axis 4, which were complementary to ongoing monitoring by the leader of all the individual projects and respective project phases.</p> <p>Evaluation results: Aims Achieved results</p> <p>+ 115 km of new routes (towpaths and nature trails) made available to the public compared to the situation in 2012.</p> <ul style="list-style-type: none"> - V1b / V17 / V19b: 18 km along the Bereguardo Naviglio - V5B +V6 / V7 / V15: 8 km along the Martesana - V3a: 1.1 km along the Naviglio Pavese - PAD1 2.5 km from Trezzo d'Adda to Vaprio d'Adda - PAD4: 2 km in Cassano d'Adda - V8 + V16: 15 km along the Naviglio Grande - V19a: 28 km along the Naviglio Grande - N1 / V5: 226 km along all Lombard Navigli Canals - Total: 226 km <p>+ 25 Km of new waterways compared to the situation in 2012.</p> <p>Routes reopened for navigation:</p> <p>From Panperduto to Arconate: 25 km</p> <p>From Turbigio to Boffalora: 10 km</p> <p>From Pontevecchio di Magenta to Abbiategrasso: 9 km</p> <p>Total: 44 km</p> <p>Routes for canoeing reopened:</p> <p>From Vimodrone to Cernusco: 6 km</p> <p>From Abbiategrasso to Bereguardo: 19 km</p> <p>From Parabiago to Garbagnate: 15 km</p>

	<p>Total: 40 km</p> <p>+ 80 km of pedestrian path accessible by use of the towpaths compared to the situation in 2012. - V1b / V17 / V19b: 18 km along the Bereguardo Naviglio</p> <p>- V5B + V6 / V7 / V15: 8 km along the Martesana</p> <p>- V3a: 1.1 km along the Naviglio Pavese</p> <p>- PAD1 2.5 km from Trezzo d'Adda to Vaprio d'Adda</p> <p>- PAD4: 2 km in Cassano d'Adda</p> <p>- V8 + V16: 15 km along the Naviglio Grande</p> <p>- V19a: 28 km along the Naviglio Grande</p> <p>- N1 / V5: 226 km along all s Lombard Navigli Canals</p> <p>- Total: 226 km</p> <p>+ 100% passengers carried by tourist boats in service on the historical network of channels compared with today (2012) in terms of passenger / km. No passengers annually transported across the network of Lombard Navigli Canals *:</p> <p>2012: 20,290 passengers 2013: 19,389 passengers 2014: 20,831 passengers 2015: 48,258 passengers Increase over 4 years: 138%</p> <p>Success factors:</p>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: Timing design and relative phases of reduced permissions, really reduced production times, also thinking of the need, for different works, to work only during the periods in which the channels are dry; weather-related issues for construction sites.</p> <p>Problem solving practices: Organization of the planning stages in a synergic way with the authorization authorities, sharing of the project phases step by step with all the relevant stakeholders, coordination tables with the partners at least monthly.</p> <p>Innovative elements and novel approaches: Innovative overview of the Navigli Lombardi system for the reorganization of the synergistic use of the territory in an environmentally friendly manner and innovative way.</p> <p>Lesson learnt: The initial Planning and the constant organization of project phases have to be always well defined and shared by all participants of the project to proceed in a consistent manner without having to deal with conflicts that may cause delays on the project.</p> <p>Success factors: Integrated and constant organization between the project partners and the financing management authorities</p>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches :</p> <p>Transferability: It could be transferred to all kinds of actions and event on the ground, that is to all the other historic canals of Lombardy and european canals as well</p> <p>It can be used as a good practice because:</p> <ol style="list-style-type: none"> 1. Involving (protected) natural areas into touristic routes 2. Development of related infrastructures (e.g. visitor centre) and their management 3. Renovation of sites/buildings for leisure & hospitality (L&H) purposes, development of related infrastructure and their management 4. Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services 5. New diversified L&H packages (integrated products and services), thematic touristic clusters (network of service providers) 6. Smart ICT tools (e.g. apps, smart tourism card systems)

	7.Eco-innovation (e.g. sustainable modes of recreational transport)
Further information	http://www.etvilloresi.it/portal-villoresi/page149a.do?link=oln86.redirect

Pons Danubii

12Network of cross-border bike routes in the Pons Danubii region

1. General information	
Title of the practice	<i>Network of cross-border bike routes in the Pons Danubii region</i>
Does this practice come from an Interreg Europe Project	yes
Funding program	<i>Interreg V-A Slovakia-Hungary Cooperation Programme</i>
Current status	<i>In progress</i>

Specific objectives	<i>Establishment of a network of bike routes in the Pons Danubii Region Providing information and services for bikers and commuters to work Establishment of a bike sharing system KOMBI in the region</i>	
Main institution involved	<i>Pons Danubii EGTC</i>	
Location of the practice	Country	<i>Slovakia, Hungary</i>
	NUTS 1	<i>Slovakia, Hungary</i>
	NUTS 2	<i>Western Slovakia SK02, DUNÁNTÚL HU 021</i>
	NUTS 3	<i>Nitra Regio SK 023, Komárom-Eszetrgom Megye HU212</i>

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>The bike routes were under-developed in Central Europe due to historical legacy. The borders between Hungary and Slovakia were strictly closed during communism until 1989. The joining of Hungary and Slovakia to the Schengen area provided further stimulus to the development of bike routes along the river Danube and along river Váh and the lakes around Tata in Hungary.</i></p> <p>Preparation: <i>The Interreg IV Hungary –Slovakia Cross-Border Cooperation Programme provided financial support for the building of bike routes in the Pons Danubii area. Building plans and permits were prepared from cross-border projects.</i></p> <p>Project objectives and purposes:</p> <ul style="list-style-type: none"> - <i>Establishing a network of bike routes along the river Danube (Eurovelo 6 route) and along the river Váh in Slovakia</i> - <i>Developing the Eurovelo 6 bike routes in Hungary in the Komárno region and around Tata lakes</i> <p>Project beneficiaries:</p> <ul style="list-style-type: none"> - <i>local inhabitants</i> - <i>commuters to work places</i> - <i>tourists using the Eurovelo 6 international path</i>

	<p>Project activities:</p> <ul style="list-style-type: none"> - Building of bike route Komárom-Komárno – Kolárovo 25 km - Building of Eurovelo 6 bike route from Komárno to Kravany 33 km - Building of Bike routes around the Fortress Monostror 2 km - Building bike routes from Tatabánya to Tata and Dunaalmás 15 km - Building of bike route between Oroszlány and Tata 19 km - Providing services for bikers, information systems - Bike sharing system KOMBI (130 bikes in 9 municipalities in Slovakia and Hungary)
Resources needed	<p>Total budget: 10 000 000 EUR</p> <p>Management: Pons Danubii EGTC, Municipalities of Komárno, Patince, Iza, Radvany, Moca and Kravany in Slovakia</p> <p>Municipality of Komárom and Tata in Hungary</p>
Timescale (start/end date)	2014- ongoing
Evidence of success (results achieved)	<p>Monitoring and evaluation system: The Pons Danubii EGTC comprises all the municipalities connected by the network of bike routes. Annually 4 General Assemblies are held, with constant monitoring of the information and services provided.</p> <p>Evaluation results: The network of bike routes is used by local inhabitants, commuters to work and tourists visiting the region. The statistics of usage provides a growing number of people using green ways in the region.</p> <p>Success factors:</p> <p>The project was aimed at the reconstruction and further improvement of the existing bicycle paths. The reason for this was that the low quality of some of the existing routes had been hindering dynamic tourism development in the region. The beauty of the nature along the Váh and Danube rivers provides a unique cycling experience for all.</p>
Difficulties encountered/ lessons learned	<p>Obstacles and problems: The different legislation and institutional background poses obstacles to effective management.</p> <p>Problem solving practices: The institution of EGTC established by the European Union in 2004 provides solution to numerous cross-border obstacles. It functions as one legal entity in two different states.</p> <p>Lesson learnt: The utilisation of Interreg CBC programs can effectively contribute to the development of green ways and level of services and number of green jobs.</p>
Potential for learning or transfer	<p>Innovative elements and novel approaches :</p> <ul style="list-style-type: none"> - The management of a regional network of bike routes (in our case cross-border region), different legislation, financing <p>Transferability:</p> <ul style="list-style-type: none"> - The management of the cross-border network can be used in a local, regional dimension as well <p>It can be used as a good practice because:</p> <ul style="list-style-type: none"> - It enhances the mobility of an international bike route - It creates green jobs - Management of bike routes could be combined with blue mobility

	on rivers and lakes
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14. The use of natural heritage for cultural tourism in the Pons Danubii area

1. General information	
Title of the practice	<i>The use of natural heritage for cultural tourism in the Pons Danubii area</i>
Does this practice come from an Interreg Europe Project	<i>no</i>
Funding program	
Current status	<i>In progress</i>

Specific objectives	<i>Series of annual festivals with specific thematic scope</i>	
Main institution involved	<i>Municipality of Tata</i>	
Location of the practice	Country	<i>Slovakia, Hungary</i>
	NUTS 1	<i>Slovakia, Hungary</i>
	NUTS 2	<i>Western Slovakia SK02, DUNÁNTÚL HU 021</i>
	NUTS 3	<i>Nitra Regio SK 023, Komárom-Eszetrgom Megye HU212</i>

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>The borders between Hungary and Slovakia were strictly closed during communism until 1989. The joining of Hungary and Slovakia to the Schengen area provided further stimulus to the development of cultural routes and festivals along the river Danube and along river Váh and the lakes around Tata in Hungary.</i></p> <p>Preparation: <i>The series of festival was created with the cooperation of municipalities, regional self-governments and NGOs active in organising festivals and presenting the wine regions.</i></p> <p>Project objectives and purposes:</p> <ul style="list-style-type: none"> - <i>Using natural heritage for the development of cultural tourism</i> - <i>Connecting human and financial resources of several municipalities in order to enhance the level of services at cultural events</i> - <i>Connecting people, municipalities and NGOs across the border</i> <p>Project beneficiaries:</p> <ul style="list-style-type: none"> - <i>local inhabitants</i> - <i>tourists visiting the region</i> - <i>tourists using the Eurovelo 6 international bike path</i> <p>Project activities:</p> <ul style="list-style-type: none"> - <i>Tatai Patara, Turkish age historic festival</i> <p><i>Exciting time travel to the 16th century. This special adventure is offered by this colourful event, which evokes the life and the historical</i></p>

	<p>events of Tata in Turkish times. Following the procession of the armies, musketeers, lancer gallants and janissaries bring up contemporary land battles, and water and riding battles show the master-strokes of warfare. The highlight of the event is the replay of the attack on the main gate, in which a fantastic invention, the petard - then called patara - played the main role. Meanwhile, outside and inside the castle walls, people can experience the more peaceful days of the tempestuous past, tasting their eastern and western foods, drinks, getting to know their music, their habits, and watching their fashion. The event is considered an international programme for both participants and visitors.</p> <p>- Wild Goose Festival</p> <p>During the autumn-winter period, visitors of Lake Öreg in Tata can witness the fascinating phenomenon of the bird migration. The migration of wild geese is an internationally renowned and special event of the autumn-winter period, which attracts domestic and foreign nature lovers, birdwatchers and birdmen as a magnet. Throughout the daily programme of the Wild Goose Festival, everyone has the opportunity to observe the birds through a telescope, which ensures to see these otherwise shy birds almost from the body. In addition to the bird ringing show, there are lectures, publications, live animal shows, nature conservation and environmental counselling, hiking and ecotourism tour offers, astronomical programmes and playhouses for all kind of visitors.</p> <p>- Hídverő Napok, Cross-Border Festival along the Danube</p> <p>The Transboundary Cultural Festival is a tourism, cultural, wine and gastronomic event of the association of 18 municipalities along the Danube, which aims to strengthen the cooperation of the regions by means of tourism. The gastronomic exhibitions of the event offer a rich array of traditional dishes baked in the oven, which attract visitors, who can learn about the excellent wines of the region. The event also offers a colourful boat programme, the highlight of which is, when burning light bulbs are placed on the Danube about 20 kilometres along the river.</p>
<p>Resources needed</p>	<p>Total budget: entire budget of festivals: 300 000 EUR</p> <p>Management: There are four local level and one regional level TDM organisations responsible for the organisation of events together with the Municipalities and NGOs</p>
<p>Timescale (start/end date)</p>	<p>2009 – ongoing annually</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: There are four local level and one regional level TDM organisations in Komárom-Esztergom County.</p> <p>Local level organisations:</p> <p>Tata and its region TDM(Tata TE) Year founded: 2009</p> <p>Member areas: Ács, Ászár, Baj, Bábolna, Császáz, Dunaalmás, Dunaszentmiklós, Ete, Kisdér, Kocs, Nagyigmánd, Naszály, Neszmély, Oroszlány, Szomód, Tata, Tárkány, Vértesszőlős (18 municipalities)</p> <p>Komárom TDM (Komáromi TE) Year founded: 2010</p> <p>Member area: Komárom</p> <p>Dorog and its region TDM (Dorogi TE) Year founded: 2015</p> <p>Member areas: Bajót, Csolnok, Dorog, Lábatlan, Nyergesújfalu, Piliscsév, Sárísáp (7 municipalities)</p>

	<p><i>Esztergom and its region TDM (Esztergomi TE)</i> <i>Year founded: 2015</i></p> <p><i>Member areas: Esztergom, Keszthely, Mogyorósbánya, Sütő, Tát, Tokod, Tokodaltáró (6 municipalities)</i></p> <p><i>All organisations are managed by the most important town of the area from a touristic and an economic point of view.</i></p> <p><i>Regional level organisation:</i></p> <p><i>Duna-Gerecse Tourism Nonprofit Ltd. (DG Kft.)</i></p> <p><i>Year founded: 2011</i></p> <p><i>Owners:</i></p> <p><i>Before 2016: Tata TDM 40%, Komárom TDM 40%, KEM Council 20%</i></p> <p><i>From 2016: Tata TDM 36%, Komárom TDM 36%, KEM Council 18%, Dorog TDM 10%</i></p> <p><i>Member area: the area of the owner TDM organisations</i></p> <p>Evaluation results: Exponentially increasing number of visitors</p> <p>Success factors: <i>The TDM organisations implemented developments of the total value of 1 million HUF within four projects between 2011-2017. Tata TDM had two projects (each 50 million HUF), Komárom TDM and the DG Ltd. also two (50 and 100 million HUF) that had been successfully implemented in the mentioned period.</i></p> <p><i>The most important outputs of the projects are:</i></p> <ul style="list-style-type: none"> - <i>Introduction of local and regional tourism IT system, parts of which are interconnected, that means the local inputs are summarised on the regional level immediately;</i> - <i>Tourism information system developments (refurbishment of information offices, comprehensive and thematic publications, sign system, Rich POI database, touchscreen points);</i> - <i>An audio guide on 19 routes in four languages;</i> - <i>Thematic walking paths;</i> - <i>Renovation of the Gerecse hiking trail;</i> - <i>Creating five educational paths with interactive boards in the Gerecse Nature Park;</i> - <i>Introduction of the Duna-Gerecse tourist card system;</i> - <i>Purchase of event infrastructure (stage-, sound- and light system, cordon);</i> <p><i>Marketing communication campaigns (offline and online).</i></p>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches :</p> <ul style="list-style-type: none"> - <i>Innovative use of history, natural heritage and culture</i> - <p>Transferability: <i>- the cooperation of municipalities and NGOs could be broadened to other regions in Europe</i></p> <p>It can be used as a good practice because: The exponential increase in the visitors numbers provides a solid foundation for the financial sustainability of the events</p> <ul style="list-style-type: none"> - <i>It creates green jobs in the region</i>
<p>Further information</p>	

Vidzeme Planning Region

15. Ferry across the river Gauja

1. General information	
Title of the practice	<i>Ferry across the river Gauja</i>
Does this practice come from an Interreg Europe Project	<i>No</i>
Funding program	<i>Ticket revenue and local government financing</i>
Current status	<i>A unique object of cultural historical heritage – the only ferry in Latvia and the Baltic states that operates by using the force of river stream, and it is included in the list of machinery historic monuments. Līgatne ferry is used both by local residents and tourists to get across the river Gauja. Līgatne ferry is a popular travel attraction object in Līgatne district and in the territory of the Gauja National Park. It is frequently included in the destination route.</i>

Specific objectives	<i>1. Involving (protected) natural areas into touristic routes</i>	
Main institution involved	<i>Municipality of Līgatne, Municipality of Pārgauja, The Nature Conservation Agency</i>	
Location of the practice	Country	<i>Latvia</i>
	NUTS 1	<i>Latvia</i>
	NUTS 2	<i>Latvia</i>
	NUTS 3	<i>Vidzeme Planning Region</i>

2. Detailed description	
Detailed information on the practice	<p>Problems before implementation: <i>Līgatne ferry was constructed after the World War II, when the bridge across the river Gauja was destroyed. Local residents were unable to get to their jobs and school, because the closest bridges are located ~ 20 km away.</i></p> <p>Preparation: <i>Since renovation of the bridge required large investments and was time-consuming, it was more beneficial to restore the ferry across the river Gauja, which was constructed by the German army for the war front needs at the beginning of World War II.</i></p> <p>Project objectives and purposes: <i>Initially, the main purpose of this ferry was to ensure transport possibilities for local residents, whereas currently, by local governments subsidizing ferry costs, the objective is to preserve and maintain a unique object of cultural historical heritage on the shores of the river Gauja.</i></p> <p>Project beneficiaries: <i>Local people use the ferry when going to pick mushrooms and berries, and for transportation of products produced in their backyard farms – milk, eggs, vegetables. Also local and foreign tourists include a ride with the ferry in their destination route.</i></p> <p>Project beneficiaries: <i>Nature and active tourism tourists (families with children, 1- 5 day leisure boaters, adventure seekers etc.), fishermen, boating tourism operators and other tourism stakeholders, foreign tourists from Lithuania, Finland, Russia and Germany.</i></p> <p>Project activities: <i>The ferry ensures transferring of residents and guests of the region, as well as passenger cars, from one shore of the river Gauja to the other shore for a determined charge. It is well accessible by car transport from both shores of the river. The carrying capacity is 6 tonnes.</i></p>

	<p>Working hours of the ferry: each day from 6:00 AM to 11:00 PM; in the winter season – each day from 9:00 AM to 5:00 PM.</p> <p>This ferry is registered in the Latvian Ship Register.</p> <p>An information stand is installed near the ferry, which provides an insight in the history of this cultural historical object and data about the rules for using the ferry, working hours, prices etc.</p>
<p>Resources needed</p>	<p>Total budget: Information is not applicable</p> <p>Management: Līgatne ferry is owned by The Nature Conservation Agency, but managed by two local governments – Līgatne region and Pārgauja region. Three ferrymen are employed on the ferry, whose salary is comprised by income from tickets and subsidies of both local governments. Operation of the ferry is not profitable, so both local governments divide the amount of losses (~ 60-70%) equally.</p> <p>The ferry services are offered and advertised mainly by local tourism companies and tourism information centres, on the homepage of Līgatne region and social networks, as well as the tourism cluster of the Gauja NP EnterGauja, recommending this place for tourists.</p>
<p>Timescale (start/end date)</p>	<p>Since 1949</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system:</p> <p>Līgatne ferry is used by 9,000 - 10,000 people each year. The number of passengers is rising in the recent years, because Līgatne ferry has turned from a daily transport communication of local residents into a tourism attraction. Due to development of technologies, information about the ferry is distributed broader, therefore, local and foreign tourists, who travel around Vidzeme, in majority of cases choose the ferry service as an exotic additional adventure for their travel.</p> <p>Evaluation results: Currently, while a bridge across the river Gauja is not built, connecting Līgatne region and Pārgauja region, Līgatne ferry has a significant role in transportation of local residents and tourists. Over the years, Gauja ferry has turned from a practical and economic necessity into a recognized, unique cultural tourism object, which offers an authentic, local traditions based experience to visitors of Vidzeme region.</p> <p>Success factors: The success of Līgatne ferry is based, firstly, on its authenticity and uniqueness, secondly, on the practical necessity to get conveniently and quickly across the river and, thirdly, cooperation of Līgatne and Pārgauja regions for ensuring operation of the ferry.</p>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: The operation of Līgatne ferry mainly depends on weather conditions. The ferry is closed, if the water level in the river Gaujais too high or too low, as well as during ice movement. During the period of flooding, the ferry is taken out of the river, and access ramps are renovated on both shores each year. The ferry is painted and maintained in a good technical condition for passenger safety and for preservation of this cultural historical object. The operation of the ferry also depends on the season – the largest number of passengers is in summer, when sometimes even queues of cars are forming on one or the other shore of the river.</p> <p>Līgatne ferry till 2013 was managed by The Nature Conservation Agency, which is State agency and has not economic function, also including providing local transport. Therefore, The Nature Conservation Agency to give up management of ferry to local Municipality.</p> <p>Problem solving practices: The latest changes in the working hours of the ferry are notified by roadside information signs, on social networks and in the Tourism Information Centre of Līgatne.</p> <p>Careful maintenance and servicing is ensured for preservation of this machinery monument. Līgatne ferry is included in various tourism routes and offers in order to raise the audience of those guests of the region who use the ferry not only as a transport when going across the river Gauja, but also appreciate this exclusive opportunity – to have a ride on a machinery monument – the only ferry preserved on the river Gauja.</p> <p>Last three years management of the ferry going trilateral cooperation</p>

	<p>between Municipality of Līgatne, Municipality of Pārgauja and The Nature Conservation Agency. It is the best solution; otherwise ferry of Līgatne would become a historic tourist attraction on the bank of river Gauja.</p> <p>Lessons learnt: Cooperation of two local governments and state agency. Gauja ferry is a good example for how, on one hand, local residents are provided with transport facilities and, on the other hand, financing of the local government is invested for subsidizing preservation of cultural historical heritage – operation of Līgatne ferry. The Nature Conservation Agency engages in territory improvement through the European funds.</p> <p>Heritage potential. Gauja ferry is the only waterways object in Vidzeme, which has preserved its initial economic function and over the years has become an object of cultural historical heritage, which attracts tourists and is used for establishment of new tourism products.</p>
Potential for learning or transfer	<p>Innovative elements and novel approaches: An unprecedented, but very useful handbook for water tourism service providers “Vai klientam vienmēr taisnība?” (“Is the Client Always Right?”) was prepared with suggestions for qualitative provision of water tourism services and establishment of a competitive company, and with good practice examples from other countries.</p> <p>An informative boating routes planner was compiled within the project. On the homepage, materials in several languages can be viewed and downloaded in one place – a brochure on water tourism possibilities in Latvia and Estonia, and detailed river water tourism maps.</p> <p>Great importance in publicity of the project and rivers of Vidzeme was for the project video clip “Vidzemes upes – piedzīvojums aiz katra līkuma” (“Rivers of Vidzeme – an adventure behind each turn” - https://www.youtube.com/watch?v=SXGVlh_-bDQ), which was published in social networks and had great success. Instead of usual natural landscapes, the authors of this video little ironically, but positively described a modern water tourist, calling everybody to get into a boat, explore and enjoy rivers of Vidzeme.</p> <p>It can be used as a good practice because:</p> <ol style="list-style-type: none"> 1. Specific topic 2. Special, unique solution for an existing problem
Further information	http://www.jenculaivas.lv/
Contact details [Technical: the contact details will be visible only to “Policy Learning Platforms registered members”]	

16. Riverways

1. General information	
Title of the practice	Riverways (Development of water tourism as nature and active tourism component in Latvia and Estonia)
Does this practice come from an Interreg Europe Project	No
Funding program	Estonia – Latvia Programme
Current status	Several rivers were cleaned in Vidzeme within the framework of the project (rivers Amata, Rauna, Abuls, Brasla), new ideas for water tourism products were created, accessibility of water resources was improved, developing the infrastructure along rivers – recreation places and boat stops (alongside the river Salaca – in Burtnieki, Mazsalaca, alongside the river Vaidava – in Ape, alongside the river Gauja – in Valka, Strenči), and new water tourism maps and other informative materials were created. The cooperation among the project partners still continues.

Specific objectives	<ul style="list-style-type: none"> • <i>Public-private participatory policy-making model for tourism development, management, promotion;</i> • <i>Involving (protected) natural areas into touristic routes;</i> • <i>Heritage related awareness raising & community engagement (e.g. voluntarism);</i> • <i>New marketing and PR methods for promoting the region.</i> 	
Main institution involved	<p>Leader Partner – Kurzeme Planning Region.</p> <p><i>Project partnership consists of 39 partners - 3 Planning Regions, 4 Counties Development Agencies (representing also 17 Local municipalities), 3 Non-Government organisations (representing also 7 Local municipalities) and 29 local municipalities (2 from EE and 27 from LV).</i></p>	
Location of the practice	Country	Latvia
	NUTS 1	Latvia
	NUTS 2	Latvia
	NUTS 3	Vidzeme Planning Region

2. Detailed description	
Detailed information on the practice	<p>Problem: <i>In Latvia water tourism is part of active and nature tourism with high development potentials. Existing tourism offers so far is limited to the local market and is concentrated in most popular areas, but the number of rivers suitable for boating is larger, accessible starting from early spring till late autumn, decreasing also problem of seasonality. Domestic target market has great potential to grow.</i></p> <p>Preparation: <i>While planning increase of tourism flow and wise management of it, it is necessary to plan also proper infrastructure, in order to reduce negative impacts and load on nature resources and to ensure sustainable use of resources. The preparation of project took place in cooperation with municipalities, tourism entrepreneurs, tourism experts. Discussions were organized to identify problems and find proposals for competitive development of water tourism destination and establishment of new tourism products alongside rivers of Vidzeme.</i></p> <p>Project objectives and purposes: <i>The overall objective is to improve conditions for sustainable water tourism development and to increase competitiveness of water tourism in the Programme area. Specific objective is to develop programme area as attractive water tourism destination.</i></p> <p>Project beneficiaries: <i>Nature and active tourism tourists (families with children, 1- 5 day leisure boaters, adventure seekers etc.), fishermen, boating tourism operators and other tourism stakeholders, foreign tourists from Lithuania, Finland, Russia and Germany.</i></p> <p>Project activities: <i>Project has 3 main fields of action:</i></p> <p><i>(1) Product development and quality raising through experience exchange visits, expeditions in project area and identification of new products, businesses, potentials in water, nature and active tourism.</i></p> <p><i>(2) Improvement of water tourism related infrastructure - revitalizing rivers through cleaning, establishment of resting areas, floating bridges, footways and footbridges, improvements of access roads, building of steamship and piers and resting areas near coastline.</i></p> <p><i>(3) Implementation of targeted marketing strategy to promote water, nature and active tourism opportunities in domestic markets as also in foreign markets</i></p>
Resources needed	<p>Total budget: <i>2 168 674, 70 EUR (Vidzeme Plannin Region - 195 130 EUR)</i></p> <p>Management: <i>Project infrastructure activities were covering Kurzeme,</i></p>

	<p>Rīga and Vidzeme Planning regions, South-Estonia and Lääne County in West-Estonia. Marketing activities were coordinated by Foundation South-Estonia Tourism in cooperation with Planning Regions in Latvia. Close cooperation was established with Latvian Tourism Development Agency and Estonian Tourist Board. Meetings of working groups, seminars, experience exchange trips and collective works for cleaning of rivers took place within the framework of the project.</p>
Timescale (start/end date)	01.2013. - 01.2015.
Evidence of success (results achieved)	<p>Monitoring and evaluation system: Līgatne ferry is used by 9,000 - 10,000 people each year. The number of passengers is rising in the recent years, because Līgatne ferry has turned from a daily transport communication of local residents into a tourism attraction. Due to development of technologies, information about the ferry is distributed broader, therefore, local and foreign tourists, who travel around Vidzeme, in majority of cases choose the ferry service as an exotic additional adventure for their travel.</p> <p>Main findings of project - 15 new or improved joint tourism products or services and ca. 300 local tourism entrepreneurs benefiting from project at improving the business environment. A lot of rivers in Latvia and Estonia were vitalized and made suitable for boating (by cleaning the riverbeds and riverbanks and installation of boating stops and resting areas). Water tourism was promoted as active tourism component within Latvia and Estonia domestic market as also in Lithuania, Russia, Germany, Finland in order to achieve the increase of number of leisure tourists.</p> <p>Success factors: Project success to a large extent depends on good and enthusiastic project management. Aiga Petkēvica, the manager of "Rīverways" project is a water tourism activist herself, and her personal experience while boating at least 100 km each year was very useful in understanding water tourism both from the organizational and the service user point of view. Involvement and interest of water tourism service providers, local governments, land owners and nature protection specialists in implementation of project activities was also a significant factor. Discussions about development of water tourism on different rivers of Vidzeme were widely attended. The participants involved in the project highly appreciated the opportunity to explore experience of other people and to learn from successful solutions in Latvia, Finland, Estonia, Lithuania.</p>
Difficulties encountered/ lessons learned	<p>Obstacles and problems: In general, implementation of the project went smoothly and successfully. Some activities planned within the project had to be postponed due to nature protection restrictions, for example cleaning of rivers couldn't be implemented during fish spawning. Also additional time resources had to be spent for communication with private owners, who own properties on river shores.</p> <p>Problem solving practices: In projects, the activities of which have to be implemented in nature territories, it is recommended to involve nature protection experts, whose competence and experience allows avoiding situations, when it is impossible to implement any activities within the planned term due to any nature protection restrictions. Also it has to be considered, that summarizing of information for water tourism routes on river boating possibilities, infrastructure, objects and service providers on river shores requires more time than summarizing of similar information for overland routes. It is related to weather conditions, water level, accessibility of objects (not all objects are accessible by overland routes, especially, in low populated territories).</p> <p>Lesson learnt: Public and private partnership – implementation of "Rīverways" project revealed the possibilities and potential of this cooperation model. Through cooperating with local governments, providers of tourism services and private owners, it is possible to achieve significant and tangible results.</p> <p>Versatile and motivated team. The project results are closely related to professional knowledge, interest and enthusiasm of project implementers. Therefore, it is important to attract to the project team such partners who</p>

	<p>are really interested and ready to work actively for implementation of the project. A good example of this aspect in Vidzeme planning region is Mazsalaca Regional Municipality, which developed water tourism infrastructure alongside the entire stage of the river Salacain the territory of the region during the project.</p> <p>Individual approach and communication. "Riwerways" project showed that individual approach is important for implementation of tourism and waterways infrastructure projects, developing communication with water tourism entrepreneurs and private owners on river shores. Entrepreneurs are interested in preparation of precise information about those river stages where they provide their services. More ideas and proposals are expressed during a direct conversation. It is advisable to commence cooperation with private owners timely, precisely determining activities of owners themselves and all project activities in private territories or next to them, coordinating such activities individually and, it is advisable, in writing.</p> <p>Cooperation between neighbouring countries. Implementation of the project made contribution in the offer and recognition of active tourism services in Latvia and Estonia. The project became recognized by the general public with the campaign "Upes oga" ("River Berry"), which was aimed to encourage people to go on boating trips in popular river routes or explore something new in rivers of Latvia and Estonia. Registered participants of the campaign who had completed at least one boating route in Latvia and one route in Estonia had a chance to win valuable prizes.</p>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches: An unprecedented, but very useful handbook for water tourism service providers "Vai klientam vienmēr taisnība?" ("Is the Client Always Right?") was prepared with suggestions for qualitative provision of water tourism services and establishment of a competitive company, and with good practice examples from other countries.</p> <p>An informative boating routes planner was compiled within the project. On the homepage, materials in several languages can be viewed and downloaded in one place – a brochure on water tourism possibilities in Latvia and Estonia, and detailed river water tourism maps.</p> <p>Great importance in publicity of the project and rivers of Vidzeme was for the project video clip "Vidzemes upes – piedzīvojums aiz katra likuma" ("Rivers of Vidzeme – an adventure behind each turn" - https://www.youtube.com/watch?v=SXGVlh_-bDQ), which was published in social networks and had great success. Instead of usual natural landscapes, the authors of this video little ironically, but positively described a modern water tourist, calling everybody to get into a boat, explore and enjoy rivers of Vidzeme.</p> <p>It can be used as a good practice because:</p> <ol style="list-style-type: none"> 1. Specific topic 2. Special, unique solution for an existing problem 3. Preparation methods, elements 5. Management system 10. Communication
<p>Further information</p>	<p>www.upesoga.lv</p>

17. Gauja Raftsmen Festival in Strenči

1. General information	
<p>Title of the practice</p>	<p>Gauja Raftsmen Festival in Strenči</p>
<p>Does this practice come from an</p>	<p>no</p>

Interreg Europe Project	
Funding program	<i>Municipality of Strenči, donations</i>
Current status	<i>Each year on the third Saturday the Gauja Raftsmen Festival takes place in Strenči in order to preserve and honour the craftsmanship of Gauja river loggers and to popularize the raft making tradition. Three days prior a log raft is made and an expedition of raftsmen starts – rafting downstream the river Gauja. On the Saturday morning the raft is awaited and raftsmen are greeted. Throughout the entire day a diverse cultural programme, fair and sports games are offered, and at the end of the day – evening music on the river Gauja and the first open-air dance party at Strenči open-air stage.</i>

Specific objectives	<ul style="list-style-type: none"> • <i>Integrating intangible cultural heritage (e.g. traditions, local products) into L&H services;</i> • <i>Public-private participatory policy-making model for tourism development, management, promotion (e.g. destination management organisations including municipalities, SMEs, NGOs).</i> 	
Main institution involved	<i>Municipality of Strenči, NGO “Gaujas polstnieki”, local entrepreneurs</i>	
Location of the practice	Country	<i>Latvia</i>
	NUTS 1	<i>Latvia</i>
	NUTS 2	<i>Latvia</i>
	NUTS 3	<i>Vidzeme Planning Region</i>

2. Detailed description	
Detailed information on the practice	<p>Problem: <i>Strenči is situated alongside the river Gauja. Already since old times forestry has been one of the main activities at this locality and in Vidzeme in general. Previously wood materials were transported by river logging them as rafts or loose downstream. River logging is the oldest type of transport of wood materials in the world. River logging ended on the river Gauja at the beginning of 70s of the 20th century, when waterways were not used anymore for transportation of wood materials in Latvia due to the transport development. Thus the traditional occupation of local people disappeared, similar as raft making and river logging skills. In 1998, the first Gauja Raftmen Festival was organized, inviting all former wood drivers and their successors in order to collectively restore and promote this tradition so characteristic of Vidzeme.</i></p> <p>Preparation: <i>Each year Strenči Regional Municipality creates a working group (6-7 employees) for organization of the festival. The local government cooperates with the society “Gaujas plostnieki” and local entrepreneurs.</i></p> <p>Project objectives and purposes: <i>The overall objective is to improve conditions for sustainable water tourism development and to increase competitiveness of water tourism in the Programme area. Specific objective is to develop programme area as attractive water tourism destination.</i></p> <p>Project beneficiaries: <i>Visitors of this event are mainly local residents, raftsmen, their children and relatives ~ 400 – 1000 people. The festival is also visited by guests, mainly local tourists from Vidzeme region. Approximately 20% of all visitors of this event are foreign tourists who are in one or another way related to river logging in other countries and to the International Timber Raftsmen Association.</i></p> <p>Project activities <i>The festival in Strenči town takes place on the third Saturday of each year, whereas raft making starts three days earlier, when</i></p>

	<p>a raft is made at Spicu bridge and a two-day rafting downstream the river Gauja takes place. On the festival day, the town organizes a fair, collective awaiting of the raft at the New and the Old oak on the shore of the river Gauja, various sports and cultural events, concerts, exhibitions, attractions in the raftsmen style both for children and adults. The traditional Raftsmen soup and "Raft's joy" (alcoholic drink) can be enjoyed on the raft. On the evening, the festival ends with evening music on the river Gauja, fireworks or light show, and the first open-air dance party, which continues until dawn. All activities during the event are free of charge, except the open-air dance party.</p>
<p>Resources needed</p>	<p>Total budget: ~ 7000.00 EUR</p> <p>Management: Gauja Raftsmen Festival is organized in Strenči by Strenči local government in cooperation with the society "Gaujas plostinieki". The main task of this society is to organize the raft making and the rafting on the river Gauja, gathering experts of this old craft and other guests. Activities organized by the society are practically the only in Latvia, which ensure preservation of skills and knowledge of river logging craft already for 19 years. Over the years the society has made research about the history of river logging and skills of raft making, which has encouraged activities by school children and activists of studying of local history of Strenči region, thereby ensuring succession. The society takes care for maintaining the essence of this festival, whereas the local government is responsible for the form and promotion of the festival. The local government of the region ensures successful progress of the festival in the course of three days – the festival programme, as well as publicity of the festival and communication with former river loggers and supporters of the festival.</p> <p>Logs necessary for rafts are supplied by SJSC "Latvijas Valsts meži" and JSC "Strenču MRS" free of charge. Also cooperation with other entrepreneurs is ensured, using the financing provided by sponsors mainly for acquisition of prizes and gifts.</p> <p>During the preparation process, collective cleaning works are organized on the shores of the river Gauja and at venues of the raft expedition. Collective works are organized together with local residents, members of the society and employees of local government in order to clean the river shores from natural obstacles and waste.</p>
<p>Timescale (start/end date)</p>	<p>Since 1998</p>
<p>Evidence of success (results achieved)</p>	<p>Monitoring and evaluation system: In the course of time this festival has turned from a small scale local event into a three-day festival with a diverse programme. It is the main cultural event of the year in Strenči, where the existing and former local people gather together. The publicity and attendance of the event has grown, starting from 2009, when Strenči became a regional centre. Since 2014, the festival is attended also by international audience – delegations from the International Timber Raftsmen Association.</p> <p>Strenči region has actively engaged in the preservation of Gauja river logging tradition, not only creating and maintaining a separate section "Raftsmen of the river Gauja" on its homepage, where information and photos from the festival are available, but also maintaining a database with contact information of raftsmen – festival participants. The Tourism Information Centre of Strenči region collects materials about this traditional craft.</p> <p>Main findings of project - 15 new or improved joint tourism products or services and ca. 300 local tourism entrepreneurs benefiting from project at improving the business environment. A lot of rivers in Latvia and Estonia were vitalized and made suitable for boating (by cleaning the riverbeds and riverbanks and installation of boating stops and resting areas). Water tourism was promoted as active tourism component within Latvia and Estonia domestic market as also in Lithuania, Russia, Germany, Finland in order to achieve the increase of number of leisure tourists.</p> <p>Success factors: Gauja Raftsmen Festival will take place already for the 20th time in Strenči on 20 May 2017, becoming a traditional and major</p>

	<p>event in Strenči. Such sustainability of this festival is based on the interest of raftsmen and their successors themselves, as well as the region in preservation and popularization of the river logging tradition. For raftsmen themselves and for Strenči provincial town belonging to the river Gauja and river logging is important and significant, so the motivation to meet each year on the shores of the river Gauja and remember the old times and skills continues from year to year.</p>
<p>Difficulties encountered/ lessons learned</p>	<p>Obstacles and problems: One of the problems in organization of the festival and maintaining this tradition is the insufficient financing, which increases each year, although the number of old raftsmen shrinks.</p> <p>Problems are caused also by concurrently organized other events elsewhere in Vidzeme, for example, Entrepreneurs' Days in Valmiera, also Salaca raftsmen festival in Northern Vidzeme, The Museum Night.</p> <p>Since Strenči is a provincial town, there are insufficient catering and accommodation possibilities, during the festival.</p> <p>Problem solving practices: Strenči Regional Council and the society "Gaujas plostnieki" use every opportunity to attract additional financing from local and international project funds. The festival programme is improved each year with something new and unseen, for example, a wood sculpting workshop for creating wood sculptures from timbers was organized in 2015, also various creative workshops take place, artists are carefully selected for the evening music event on the river Gauja, etc.</p> <p>During the organization of the festival, cooperation with tourism entrepreneurs in neighbouring regions is implemented, several catering service providers are attracted at the venue of the festival.</p> <p>Lesson learnt: Cooperation of the non-governmental sector and the local government. Gauja Raftsmen Festival would not become an annual long-term event in Vidzeme, if the cooperation between the society "Gaujas plostnieki" and Strenči Regional Municipality would not be so successful and stable. The capacity of the non-governmental sector is limited both in terms of the available financing and time resources, whereas the local government has better frameworks and opportunities for organization of ambitious events. Strenči Regional Municipality is among the members of the society "Gaujas plostnieki".</p> <p>Festival as a type of preservation of intangible cultural heritage. By organizing Gauja Raftsmen Festival, the old traditions of rafting on the river Gauja have been revived in Vidzeme. Increasingly more interest about the history of river logging and raft making skills is shown by students of Strenči Region Secondary School and activists of studying of local history. In raftsmen schools, organized by the society "Gaujas plostnieki", pupils become acquainted with the history of river logging and raft making skills. After attending the Raftsmen School, some pupils express their will to continue participating in activities of the society and to participate in the expedition of Gauja Raftsmen Festival.</p> <p>Intangible cultural heritage as a creator of identity of provincial town. Strenči is the place of the oldest and largest mental hospital in Latvia, which, although does a blessed job and employs many local residents, determines a specific identity of this place. The restoration of Gauja Raftsmen Festival and river logging traditions has changed the recognition of Strenči both locally in Vidzeme and Latvia, and internationally. Strenči has become the capital of raftsmen, and Gauja Raftsmen Festival – the dominating symbol of the provincial town.</p>
<p>Potential for learning or transfer</p>	<p>Innovative elements and novel approaches : The programme of Gauja Raftsmen Festival is diversified each year. In the course of 19 years, since this festival was started to organize, the year 2011 is particularly special, because Strenči was granted the status of International Raftsmen Town. In its turn, in 2014, the General Assembly of the International Timber Raftsmen Association was held in Strenči, attended by members of the association from 10 European countries. In that year several wood sculptures were installed on the shore of the river Gauja in honour of raftsmen, and an informative stand "River logging on the river Gauja" was</p>

	<p>opened.</p> <p>Each year Strenči region invests in improving of the festival venue – shores of the river Gauja. The festival venue has become a popular place for local residents to spend their leisure time, and an attraction for guests of the region.</p> <p>.</p> <p>It can be used as a good practice because:</p> <ol style="list-style-type: none"> 1. Specific topic 2. Special, unique solution for an existing problem 3. Preparation methods, elements 8. Problem solving practices
Further information	http://www.strencunovads.lv/