



STAR Cities
Sustainable Tourism for Attractivity of Riverside Cities
Index Number: PGI04888
Action Plan
Project Partner 3
Lazio Region



Project Partner 4
Municipality IX EUR of Rome



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INTRODUCTION

Although the Lazio region is a territory rich of rivers, the riverside tourism is not particularly exploited as source of economy. The main tourist offer is concentrated in the Tiber at the centre of Rome while the peripheral part is mostly characterized, only in the north part of the city, by the presence of sports centres, floating boats, restaurants and entertainment venues. Along the banks there is a cycle track, used primarily for sporting purposes rather than metropolitan shift. At current, the Tiber is poorly considered as a tourism place due to not an easy access to the river especially in the peripheral part and to a lack of attraction and services. On the other side, tourism could be enhanced by initiatives designed for an ecological tourism, especially for the stretch that connects the city with the sea through Municipality IX Eur of the city, characterized by a luxuriant nature.

Along the Tiber river, in the areas governed by the Municipality IX EUR of Rome festivals, book presentations, concerts, and conferences are periodically organized and these activities have given rise to the development of agencies and companies involved in organizing river activities for local people and tourists. During the spring/summer period many activities are organized such as river trips carrying students and citizens on the river's waterway to its estuary, recognizing and appreciating the environmental biodiversity as well as the archaeological sites of ancient site of Ostia. In any case, most of the activities carried out along the Tiber in the peripheral area of Rome are usually undertaken by a minority of residents and by a small number of tourists, despite the potential for tourism exploitation being wide, given the beauty of Rome.

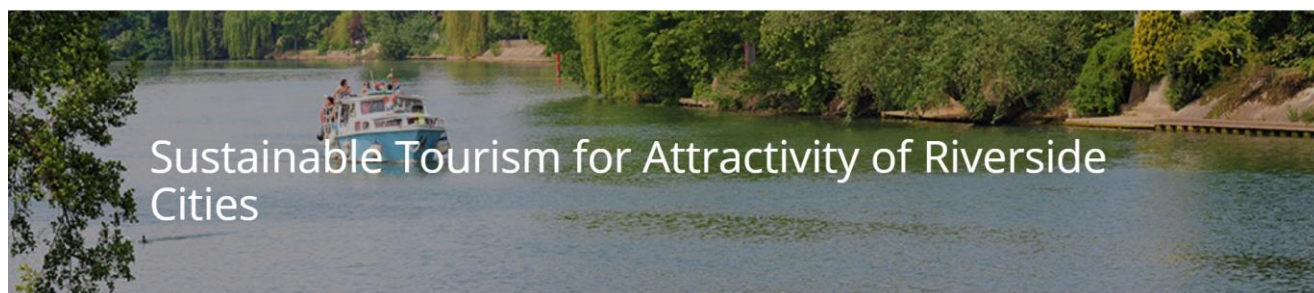
While the COVID-19 crisis has brought some general environmental gains, it has also had a devastating economic and social impact. Within Europe, only by April 2020, it was estimated that the tourism industry within the European Union was losing Euro 1 billion per month as a result of the Covid-19 crisis. More specifically, the situation is particularly difficult in several European Union countries that are key tourist destinations, such as Italy, Spain and France where it has been estimated that, respectively, 1 million, 0.8 million, 0.8 million of job positions are at risk in the tourism sector¹.

The economic crisis, greatly worsened by the pandemic emergency, has posed a range of major challenges for the riverside tourism industry of the territory of Lazio Region that launched several different initiatives in order to support its territory, to enhance the excellence present in the most important tourist segments of the region, such as culture, art, archaeology, history, nature, religion, food and wine and sport and restore the local economy. The focus is on the entire regional territory, divided according to the three-year tourism plan 2020-2022, in 9 areas, including the Lazio coast, the entire Tiber Valley and all territories extending along the river, in order to promote the tourism vocation and possibly to extend the existing cultural and leisure activities present in the city centre.

In line with the main aim of the STAR Cities, which is to transfer good practices to increase the capacity of attractiveness and the following creation of job opportunities, the Lazio Region's Action Plan aims to primarily offer innovative solutions for the sustainable tourism development within the riverside tourism sector in the city of Rome but also in other developing areas along the Lazio rivers.

¹ Maria Neisdadt, European Parliament Research Service, April 2020.

THE PROJECT “STAR Cities”



The STAR Cities project has been granted in the framework of the Interreg Europe Programme 2014 – 2020, Category 4. Environment and resource efficiency, Specific objective 2.1. 4.1. Improving natural and cultural heritage policies. The Lead Partner of the project is Val-de-Marne Tourism Board, a French Province of Ile de France, in the North of the Country while other 5 partners plus 1 associated partner, are involved in the implementation of the project's activities. The partnership is listed as follows:

- 1-LP Val-de-Marne Tourism Board (France);
- 2-AP NECSTouR – Network of European Regions for Sustainable and Competitive Tourism (Belgium);
- 3-PP Lazio Region (Italy);
- 4-PP Municipality IX EUR of Rome (Italy);
- 5-PP Free and Hanseatic City of Hamburg (Germany);
- 6-PP Public institution “Kaunas 2022” (Lithuania);
- 7-PP Regional Development Agency of the Ljubljana Urban Region (Slovenia).

The main general objective of the project is to improve regional policies on natural, cultural heritage valorisation and tourism development. It also aims to encourage the policy makers to consider the development of the riverside environment of the European cities as a new tourism offer by focusing on sustainable development as a major issue. The project activities have been implementing in order to get the following sub-objectives:

- a) To develop an interregional process of practice sharing and exchange of knowledge concerning the sustainable management of heritage valorisation and tourism development in the riverside cities.
- b) To exploit the results with capitalisation, for integrated improvement of the chosen Policy instruments;
- c) To raise awareness on Riverside Cities tourism potentials by disseminating project's outputs and results throughout the EU.

The project approach is based on a sequence of networking activities, divided in two phases:

- 1) Phase 1 – Focus on the interregional learning Programme (from June 2018 to May 2021). During this phase, an interregional learning process has been conducted through several activities such as the review

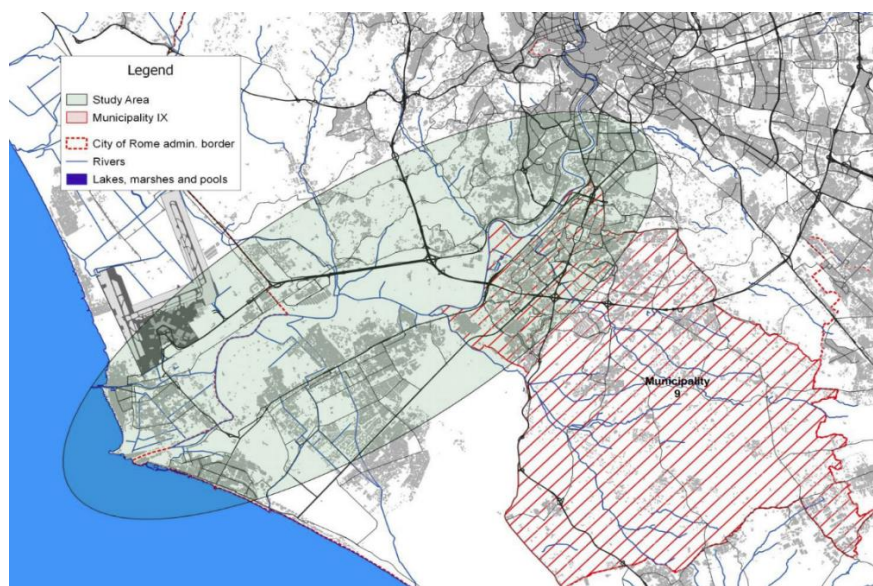
and the evaluation of the regional existing policies concerning the project's topic, the organization of 5 interregional sessions and each of them has proposed a mix of study visits, experts' presentations and workshops, during 2 days; finally a good practices' selection was carried out to make policy makers and stakeholders aware of all the important issues concerning the riversides management and development. At the end of this phase, each partner must submit an Action Plan for the integration of the lessons learnt into their local policies and practices.

2) Phase 2 – Monitoring of the action plan implementation (from June 2021 to May 2023). In this second phase, the STAR Cities partners will be asked to monitor the implementation of their own action plans.

The policy context about the river tourism and the identified target area

The Tiber River basin is one of the most valuable ecosystems in Lazio. Over the years the River has been protected by National Environmental Laws and environmental management systems such as the Institution of National and Regional Natural Reserves limiting the damage due to a decisive impact of anthropization close to the river in the municipalities that overlook its banks. The ambitious general goal is to reclaim the river to the municipalities crossed by the Tiber and to the capital through initiatives and interventions that make it usable by citizens and tourists. The Lazio Region is responsible for planning and monitoring water resources and river areas. River Contracts, stated by the law on River Basin Districts, have been adopted and activated by the Region as a strategic tool for a planning process close to population and stakeholders' needs.

A "Special Tiber Office" (Ufficio Speciale Tevere) has been created by the City of Rome Administration with the goal to maintain and enhance the Tiber and its banks, promoting activities and planning landing areas for visitors on the long river of the Tiber in EUR IX and other areas of the City of Rome and in the Lazio Region. The city of Rome has a strong bond with the Tiber River that dates to the City origins (2.800 years ago) that in the intention of city and regional governments should be somehow revitalized. Few people seem to be attracted by the river and its banks to relax or hike. This is due to the lack of easy and well-maintained accesses to the river and to the lack of infrastructures specifically dedicated to tourists.



Picture.1 – Lazio Region Targeted Area for the Action Plan

The Lazio Region and the Municipality IX EUR of Rome are both partners of the STAR Cities Project. Municipality IX EUR is the second largest district in Rome, covering a surface of 183,31 square km and hosting a population of 182.026. A remarkable section of the Municipality is the EUR neighbourhood, an area built to host the World Exposition scheduled in 1942. It was built following the Roman classical architectural style, with some monumental buildings. EUR attracts a relevant number of visitors and tourists.

Their participation in the project STAR Cities is aiming at strengthening the tourism, both domestic and foreign, along the river. In particular, the focus is to re-build a new relation between the Tiber and Roman citizens, especially those living off downtown. To accomplish this task, the target area identified in the STAR-cities project is a peripheral one, focused on the Municipality IX EUR (which is a City District), and located downstream Rome, from the SW border of the town up to the sea.

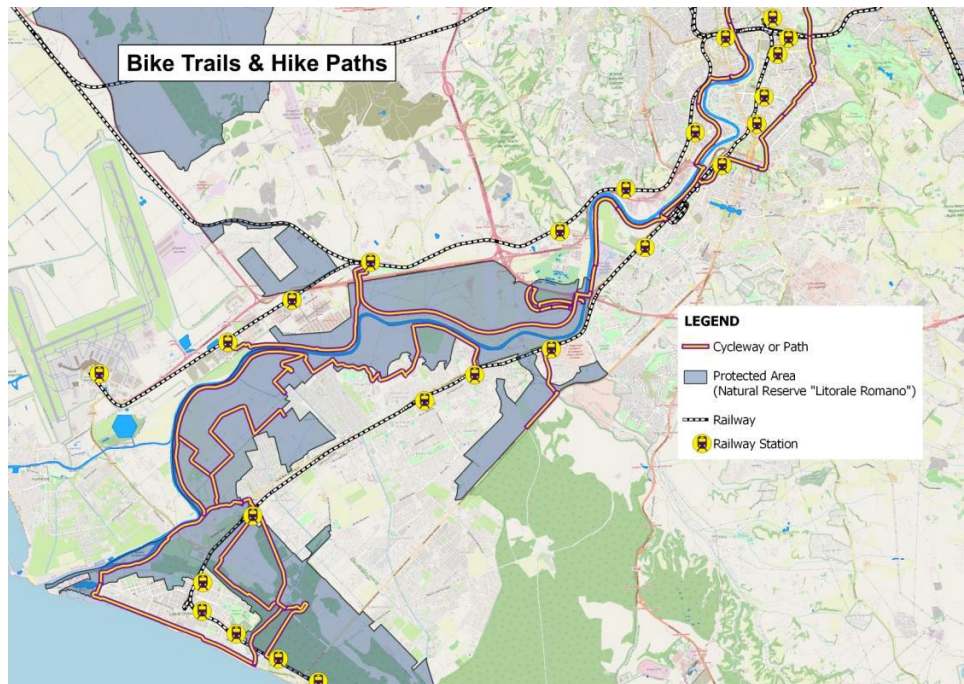


Picture.2 – Municipality (City District) IX EUR

The Tiber River, from its mouth to the 'dry meander' is included in the 'Important Bird Area' IBA-117 (named Litorale Romano). Thanks to many ponds which are located in the alluvial plain and to the slow water in the river, this area is home to many species of waterfowls. Among the countless beauties and wonders belonging to Rome, there is a rare and widespread naturalistic heritage. The identified area offers also unique complex of archaeological, architectonic, artistic and historical richness, forming a heritage which offers to tourists a wide range of opportunities. Following the approval of the Regional Law n. 29 on the 6th October 1997, a new single local Authority (Ente Roma Natura) was created as a management system to preserve the Protected Natural Areas of the City of Rome.

About the transports, the targeted area is served by a well-developed urban public transport network. Two main railway lines run across the area, with several stops, allowing to reach both banks and rives. The Regional Railway line FL1 connects the Study area downstream Rome to the upstream area. A subway connects

Rome downtown with the EUR neighborhood. Bike trails and hike paths are well developed and allow to reach river banks and natural areas starting from public transport stops. However, there are also some critical issues that should be improved as there are few places to easily access the river and often the river embankments are enclosed in private estates. Also, the number of bikes facilities and tourist services along the river should be increased.



Picture.3 – Lazio Region Targeted Area for the Action Plan transportation map

Regarding the accommodation facilities along the Tiber River, although it is not possible to find specific statistical studies regarding the Area, it can be said that there's a good offer of facilities capable of hosting multiple tourist groups. The Area is also an attractive location due to the proximity of transport infrastructures (Fiumicino Airport, metro, Highway) and to the presence of congress facilities and cultural tourism (Rome Convention Center, Congress Palace, the Cloud Center, New Rome Fairgrounds). On the other hand, the number of hotels and complementary establishments in the area South of Rome should be increased. Facilities equipped to meet sportsmen needs are still insufficient.

Finally, the navigation along the Tiber River, due to shoals and sills near the Tiberine Island (downtown Rome) cannot be continuous and, in any case, may be difficult in the dry seasons due to shallow waters. Only boats having a limited draft may sail safely on the river. No ports or mooring are present along the river section in the Study Area, with the exception of those owned by river cruising companies and governmental authorities. Leisure and touristic ports are present at the mouth of the Tiber.

Lazio Region & Municipality IX EUR of Rome Action Plan – The methodology

In the framework of the Star Cities project, Lazio Region, along with the other project partner, Municipality of IX EUR of Rome, started the elaboration of its Action Plan considering all the inputs coming from the interregional learning process put in place during the project's activities:

- Stakeholders input on regional assessment with the identification of good practices and learning needs from the territories;
- Exchange of experiences and good practices during 5 interregional learning sessions, based on 4 main topics:
 - 1) Accessibility and mobility;
 - 2) Innovative Tourism Product;
 - 3) Public and Private Partnership;
 - 4) Marketing and Communication;
- Development of regional action plans through participatory involvement with local stakeholders.

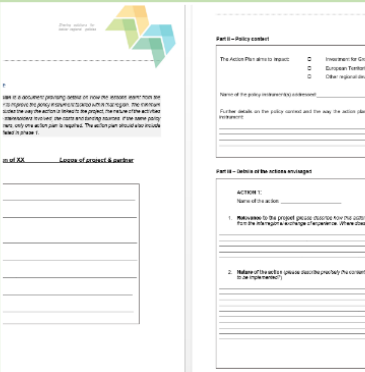


IDENTIFICATION

- Operative inputs
- State of play of regional existing policies concerning the issue tackled
 - Local Stakeholder Meetings
 - Project's partners good practices

LEARNING

- Interregional learning sessions
- Good practices presentations in Kaunas from Tourism and Locals & Communities engagement
- Virtual Good practices presentations from STAR Cities partners on Tourism products and Marketing, organized by Hamburg Metropolitan Region
- Virtual Good practices presentations from STAR Cities partners on Governance and Cooperation, organized by Val-de-Marne Tourism Board
- Virtual Good practices presentations from STAR Cities partners on Environment & Sustainability, organized by RRA LUR Ljubljana



ELABORATION

- Action Plans
- Punctual identification of the interventions, elaborated according to the official Interreg Europe template.
 - First draft of the Action Plans: mid-March 2021
 - Second draft of the Action Plan: end of May 2021
 - Finalization of the Action Plans: end of October 2021

Picture 4 – Lazio Region methodology for the elaboration of the Action Plan






A very first draft of the Lazio Region Action Plan was elaborated during the local stakeholder meeting, held in November 2020, to assess the possibility to transfer best practices coming from the topics “Products and Marketing” from different partners. The key local stakeholders involved, Agenda Tevere and Tiber Tour Organizers, were engaged also in the interregional events organized during the whole duration of the project for sharing best practices. The discussion about these good practices emerged by the follow up considerations about the good practices presented during the 3rd Virtual Interregional Learning Session, held from 20/10/2020 - 22/10/2020 by Free and Hanseatic City of Hamburg on the topics “Tourism products and marketing”.

At local level, the 2 partners also participated in workshops organized by the District Basin Authority of Central Pennines focused on the accessibility to the Tiber River.

During the 4th Interregional learning Session about the best practices “Governance and Cooperation” organized by the Lead Partner Val-de-Marne Tourism Board (France) in online modality from 09/02/2021 to 12/02/2021, Lazio Region and the Municipality IX EUR of Rome involved the local stakeholders during the “team meeting” held on the 11th February to share ideas regarding the preparation of the Action Plan. From this meeting, 4 possible ideas came up and they were presented and discussed with the other partners during the Action plan workshop held on the 12th February, especially for better focusing on the good practices chosen as sources of inspirations from the other partners. These discussions were really important for allowing the Lazio Region and Municipality of IX EUR of the City of Rome to address their Action Plan on 2 actions to be implemented, considering the realistic chance to transfer in their territory good practices coming from other partners. Both the 2 actions are related to the best practice of the creation of a DMO.

During the 5th Interregional Learning Session, focused on the Environment and Sustainability topic, through virtual study visits to discover good practices and workshops, hosted online by the Regional Development Agency of the Ljubljana Urban Region (RRA LUR) from April 20th to 22nd and May 5th and 6th, 2021, especially during the “Action Plan Workshop” organized on the 6th of May, the 2 Italian partners had the chance to discuss in depth the creation and the management of a DMO with the other partners that already have a long experience in this field, namely the Lead Partner, “Val-de-Marne Tourism Board”, the Slovenian partner “Regional Development Agency of the Ljubljana Urban Region” and the German partner “Free and Hanseatic City of Hamburg”. After each Interregional learning session, the 2 partners have summarized their ideas to elaborate their own action plan and share it with the stakeholder group.

Bilateral meetings with these partners followed the Interregional Events for having a complete knowledge of the matter. From all these meetings and this participatory process, Lazio Region and the Municipality IX EUR of Rome elaborated this Action Plan that will be implemented and monitored in the next months, thanks also to the involvement of the local stakeholders in the next planned steps of the actions and monitored by the 2 project partners.

Event	Date	Location	Host Partner	Theme	Picture
1 st Interregional Learning Session	16/07/2019 - 19/07/2019	Rome (Italy)	Lazio Region	/	
2 nd Interregional Learning Session	11/09/2019 - 13/09/2019	Kaunas (Lithuania)	Kaunas 2022	Tourism and Locals & Communities engagement	
3 rd Virtual Interregional Learning Session	20/10/2020 - 22/10/2020	Online modality	Free and Hanseatic City of Hamburg	Tourism products and marketing	
4 th Interregional Learning Session in Val-de-Marne	09/02/2021 - 12/02/2021	Online modality	Val-de-Marne Tourism Board (France)	Governance and Cooperation	
5 th Interregional Learning Session in Ljubljana	20/04/2021- 22/04/2021 05/05/2021- 06/05/2021	Online modality	Regional Development Agency of the Ljubljana Urban Region (Slovenia)	Environment & Sustainability	

Picture 5 – STAR Cities Interregional Learning Events

Lazio Region Action Plan-Details

The Action Plan, according to the indications of the specified in the Action Plan Template officially provided by the Interreg Europe Programme has been elaborated “*providing details on how the lessons learnt from the cooperation will be implemented in order to improve the policy instrument tackled within that region. The minimum information to be provided per action includes the way the action is linked to the project, the nature of the activities to be implemented, their timeframe, the stakeholders involved, the costs and funding sources. If the same policy instrument is addressed by several partners, only one action plan is required. The action plan should also include actions that may have already been initiated in phase 1*”².

Part I – General information

Project: STAR Cities - Sustainable Tourism for Attractivity of Riverside Cities
Partner organisation: 3-PP Lazio Region
Other partner organisations involved (if relevant): 4-PP Municipality IX EUR of Rome
Country: Italy
NUTS2 region: Lazio Region
Contact person: _____
email address: _____
phone number: _____

Part II – Policy context

The Action Plan aims to impact:	<input type="checkbox"/>	Investment for Growth and Jobs programme
	<input type="checkbox"/>	European Territorial Cooperation programme
	<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument addressed: Three-year Plan for Tourism for Lazio Region 2020 – 2022.

The policy instrument originally addressed was the ERDF - OP of Lazio Region 2014 -2020, the “Axis 3 Competitiveness” which aimed to support competitive repositioning of territorial entrepreneurial systems through the provision of useful tools to enable local stakeholders and businesses to identify the best opportunities to boost growth and innovation of target sectors (industry, crafts, tourism and commerce). The specific objective 3.3 was dedicated to “Consolidation, modernisation and diversification of territorial production systems” and tourism has been identified as the main strengths of Lazio economy for this purpose. Since we are in the very last period of the programming and also due to the COVID-19 pandemic situation, that forced to reallocate some remaining funds on this Axis, the original policy instrument indicated in the Application Form is almost expired and no funds remained.

² Definition from the Interreg Europe 2014 – 2020 Programme Manual, section 4.1.

Specifically, the Covid-19 pandemic that struck Italy in March 2020 and later in the rest of Europe and the world, brought the EU institutions to react to the economic collapse that followed, reallocating part of the remaining "unspent" ESIF by the Programme Cycle 2014-2020, into specific measures to mobilize investment in Member States' health systems and other sectors of their economies in response to the COVID-19 outbreak (Coronavirus Response Investment Initiative).

This was possible thanks to the Regulation (EU) no. 460/2020 of 30 March 2020, amending Regulations (EU) 1301/2013, (EU) No. 1303/2013 and (EU) no. 508/2014 (the Regulations governing the ESIF).

In the case of Lazio Region, the ERDF 2014-2020 approved in 2015 with the Decision C(2015) 924 was amended with the Commission Implementing Decision n. C(2020) 6278 final on the 09/09/2020 approving certain elements of the operational Programme "ROP Lazio ERDF" for support from the European Regional Development Fund under the Investment for growth and jobs goal for the region of Lazio in Italy CCI 2014IT16RFOP010.

The amendments to the Regulations regarding specific measures aimed at providing exceptional flexibility in the use of European Structural and Investment Funds in response to the COVID-19 outbreak have provided for a derogation from the thematic concentration requirements previously established for ESI Funds.

As mentioned above, this derogation had a direct impact on Axis III of the POR 2014-2020 of the Lazio Region where the policy instrument for the STAR-Cities project resided, converting part of the funds intended for the competitiveness of SMEs into simple economic subsidies for businesses and enterprises to keep them alive in consideration of the closure of their activities due to the pandemic.

This decision has strongly diminished the possibility of funding SMEs to activate experimental projects on tourism riverside in favor of ordinary subsistence activities. Therefore, the impact of STAR-Cities project on the policy instrument selected by Lazio Region (Axis III of ERDF 2014-2021) for a change was largely reduced.

Nowadays, in order to ensure the good results of the planned actions, a new regional policy instrument is used for the implementation of the present Action Plan, the Three-year Plan for Tourism for Lazio Region 2020 – 2022.

The Three-year Plan for Tourism for Lazio Region 2020 – 2022 is the main tool for planning the tourism sector of the Lazio Region and is envisaged by the regional law of 6 August 2007, n. 13. The Plan defines the guidelines, action strategies, the different clusters and objectives for the coming years about the interventions in the tourism sector. The Plan also takes into account the indications of the previous 2015-2017 three-year regional tourism plan and the 2017-2022 national tourism strategic plan. In summary, the regional plan aims to provide a harmonious and shared framework on the theme of tourism, in which operators, administrations and the many realities that work in this sector can move independently but sharing strategies, objectives and guidelines. The Plan illustrates the main lines of action and the typical clusters of the area, focusing on tourism products and the main reference markets and identifies sustainable and quality tourism

as an instrument of economic and social well-being for the region. Finally, the Plan identifies the resources necessary to implement it.

It should be noted that the emergency linked to Covid-19 occurred after the elaboration and the beginning of the approval process of the Plan. The months of stoppage of tourism activities related to the pandemic led to a sharp decline in the turnover of many players in the Lazio tourism sector. In response of these circumstances, the Lazio Region had to launch support actions, largely non-repayable, to allow structures and operators to restart.

The three-year Plan starts from an in-depth analysis of the international, national and regional context. The document was developed through a shared path, initiated by the Regional Tourism Department through the 'Stati Generali del Turismo' as part of the tour "Lazio, the Region of Wonders", carried out in the summer of 2018: the tour represented a moment of listening and discussion in the five provinces of Lazio and involved operators, associations and local administrations.

The Regional Tourism Plan develops tourism products, divided according to the territorial areas chosen. This subdivision into areas is based on geographical, morphological, historical-cultural and environmental aspects and aims to build a recognizable tourist identity. The Tiber River with its supply chains is considered both in the territorial context of Rome and in the Tiber Valley. A second important subdivision contained in the new three-year tourism plan of the Lazio region concerns the updating of tourism planning based on four 'clusters': 1) Cultural and identity tourism; 2) Major Events, 3) Outdoor Tourism (walks, itineraries, sports and nature), 4) Health Food and Wine and Rural Tourism. The Lazio Region carries out a coordination function of the projects in place among all the stakeholders involved. The priority objectives of the Lazio Region in line with the National Strategic Tourism Plan 2017 - 2022 are to acquire a new leadership based on sustainability, innovation and competitiveness, integrating the theme of responsible enhancement of territorial heritage, marine-maritime, environmental and cultural heritage.

Part III – Details of the actions envisaged

ACTION 1 – New DMO on the Tiber River in the South of Rome

1. The background

Despite the great potential for tourist attraction, also along the banks of the Lazio rivers and especially the Tiber river, the excessive fragmentation of responsibilities in monitoring, control, preservation and enhancement of the river and floodplains, the inadequate economic resources assigned to the actions to be taken on the river and along the floodplains, the poor technological tools to give common and updated situation of the river and floodplain areas to the responsible administrations (e.g. dedicated digital platform), as well as the lack of a common vision of long-term enhancement of the river and floodplains, suggests that the river tourism sector must be strongly promoted and enhanced.

Lazio Region has intended to support its territory in order to enhance the excellence of regional tourism in the cultural, artistic, archaeological, historical, naturalistic, religious, sporting, etc. sectors by granting contributions to associations and/or foundations operating in the field of tourism, for projects to relaunch tourism as a result of the damage caused by COVID-19 and consistent with the programming lines of the Lazio Region in the Three-year Plan for Tourism for Lazio Region 2020 – 2022. A public notice was therefore published on 11 February 2021 for the submission of project proposals to be implemented along the Tiber River and other territorial areas for the creation of DMOs that will enhance and promote the regional territory. On the Lazio territory, until these days, no one DMO has been created yet.

With this call for proposal, Lazio Region intends to support the territory in order to enhance the excellence in the most important tourist clusters of the Region, such as food and wine, religion, nature, art, culture and sports, by funding interventions supporting tourist destinations (4,5 millions of EURO). According to the call, Public-private Foundations and Non-for-profit Associations may participate with projects for a range between Euro 100.000 and Euro 250.000 € (according to the dimension of target area/s measured on clusters and involved areas. The activities financed are immaterial such as the organization and management of DMOs and promotional activities (website, brochures, even prints including billboards, signage, translations, video, graphic and photographic services).

Despite the fact that the launch of this call for proposal has been an activity developed in response to the COVID-19 crisis, for its economical purpose, and that the call itself would have happened independently of the STAR Cities project implementation and results, the direct influence of the STAR Cities project and of its experience change activities are related to the valorization of the river area cluster with also the insertion of the Tiber and Aniene Rivers areas in the framework of the launched public notice.

The interconnection between the STAR Cities experiences and the launch of the DMOs call for proposal is relevant also for the interventions planned by Lazio Region in the framework of the National Reform Programme (NRP) 2021. With the regional government resolution n. 185 of 13.04.2021 “Approval of the Lazio Region contribution to the National Reform Programme (NRP) 2021”, the PP3, in the Annex A - NRP 2021 "LIST OF REFORM interventions", it has been described legislative, regulatory, regional and innovative regional reform and implementation interventions in the Recommendations (CSR) and Targets for the implementation of the NRP. Both the STAR Cities activities and the DMOs Public Call for proposal are mentioned for their contributions in the relaunch of the tourism sector, in the framework of Measure 3 - "Competitive repositioning of tourist destinations, sustainable tourism for employment and promotion of local products RA 6.8":

Nell'ambito della **Misura 3 – “Riposizionamento competitivo delle destinazioni turistiche, turismo sostenibile per occupazione e promozione di prodotti locali RA 6.8”**, è stato approvato il **Progetto Interreg Europe STAR-Cities Sustainable Tourism for Attractivity of Riverside Cities (1/6/2018 – 31/5/2023)**.

I principali obiettivi del Progetto sono i seguenti:

- Promozione del turismo fluviale come fattore di sviluppo del territorio e di innovazione economica e sociale;
- Creazione di strumenti di partenariato pubblico-privato per promuovere il turismo fluviale;
- Adozione di metodologie per creare piani integrati per l'utilizzo del fiume e delle sue sponde attraverso un processo inclusivo;
- Realizzazione di piattaforme unitarie e *web-tools* per condividere dati integrati sui fiumi a fini turistici;
- Realizzazione di un agevole accesso agli argini fluviali (infrastrutture quali banchine, porticcioli ecc.);
- Realizzazione di set di materiali esplicativi e illustrativi, finalizzati a promuovere il fiume (e le sue sponde) su siti web e altri media istituzionali.

In applicazione della L.R. n.13/2007 e in attuazione del Piano Turistico Triennale 2020-2022, approvato con Deliberazione del Consiglio Regionale n. 2 del 04/06/2020 nella medesima Misura, è indicato l'intervento riferito alla DGR n. 836 del 17.11.2020 con la quale la Regione Lazio intende sostenere il territorio al fine di valorizzare le eccellenze nei più importanti segmenti turistici della Regione, quali quello enogastronomico, religioso, naturalistico, artistico, culturale e sportivo, attraverso un Programma regionale straordinario di sostegno per il rilancio del turismo. Si prevede la concessione di contributi, in conseguenza dei danni causati dall'emergenza COVID-19, a favore di Associazioni e Fondazioni operanti nel campo del turismo. Il Programma regionale si attuerà attraverso un **Avviso Pubblico** finalizzato all'acquisizione di manifestazioni di interesse per la presentazione di proposte progettuali da realizzare, in ogni ambito territoriale individuato nel citato Piano triennale, attraverso la costituzione di un sistema turistico locale nella forma di un'associazione riconosciuta e/o di una fondazione, che si occupi della promozione della destinazione mediante una **D.M.O. (Destination Management Organization)**. Lo stesso, ha, tra l'altro, come obiettivo specifico quello di facilitare i processi di formazione, e laddove esistenti rafforzarli, delle D.M.O., per la redazione di piani territoriali locali, attraverso i seguenti obiettivi comuni: operare, unitariamente come territorio, tramite un unico soggetto, con continuità ed efficacia sul turismo; facilitare i rapporti con la pluralità di attori pubblici e privati interessati alla promozione turistica dei territori e alle attività imprenditoriali di settore; monitorare l'andamento turistico della destinazione e le

Contributo della Regione Lazio al PNR 2021

2

Picture 6 –Extract from Lazio Region PNR

For about two decades, efforts to innovate and diversify the country's tourist offer, driven by the need to support some deep socio-cultural changes in demand, both national and international, have been ongoing and have converged on the seasonal adjustment of the offer and on the full exploitation of under-valued areas, goods and resources. The policies that have given concrete expression to these new orientations have enabled the implementation of good practices and to define the skills to be put in place, both in terms of programming and directing interventions, and of building cooperative networks between different stakeholders and, finally, of consolidating the construction of new cooperative networks between different stakeholders and, finally, the consolidation of new tourist clusters. In general, political decision-makers are more aware of the opportunity to create new tourist destinations, complementary to the existing ones, also focused on the river tourism sector.

In this direction it has been launched the public call for proposals of the Lazio Region for the creation of new DMOs and with the same purposes, starting from the GPs learnt by STAR-Cities project, the Municipality IX EUR' policy makers immediately decided to submit a proposal to create a new DMO focused on the Tiber River and the Tyrrhenian Sea involving the project's stakeholders. The submitted proposal entitled "DMO H2O Tevere e mare (ATTRATORI)" was promoted by the Municipality IX as inspiration of the DMOs learnt during the STAR-Cities project activities of Phase 1, especially those presented by Valle-de-Marne. Along with Municipality IX EUR, also the Municipality X of the City of Rome and the City of Nettuno joined the proposal while the Municipality of Pomezia signed a letter of intent. Both the Municipalities of Rome involved in the proposal represent the vast peripheral area of South Rome where the Tiber River stretches for almost 30 Km. The large number of private partners who have joined the proposal will allow the creation of an Association that will give life to the DMO in the target area. The project intends to enhance, in particular, the naturalistic and cultural characteristics of the represented geographical areas and in particular the element of water in the last stretch of the Tiber, in a significant part of the Roman coastline, in the EUR lake, in other springs, ditches and inland waters present throughout the territory. At the same time, however, the area is also characterised, among other things, by numerous nature reserves, architecturally significant urban districts and museums of great interest and other religious and cultural place of interest, such as theatres, vocational schools, sports centres especially dedicated to water sports such as sailing, swimming, canoeing. All these elements will also be enhanced through the DMO, ensuring the influence on the addressed policy instrument with the implementation of new projects (Type 1).



1. Titolo

DMO H2O Tevere e Mare (ATTRATTORI) AMPLIARE IL TURISMO DI ALCUNI TERRITORI ROMANI SULLE ACQUE DEL BASSO CORSO DEL TEVERE E DEL LITORALE TIRRENICO ATTRAVERSO OPERAZIONI DI PROMOZIONE, VALORIZZAZIONE, RICERCA E ALTRI INVESTIMENTI DI QUALIFICAZIONE DELL'AREA

2. Relazione illustrativa

Il contesto e le principali caratteristiche del progetto

Come noto, da circa due decenni gli sforzi di innovazione e diversificazione dell'offerta turistica del Paese, indotti dalla necessità di assecondare alcuni profondi mutamenti socio-culturali in corso nella domanda, sia nazionale che internazionale, convergono sulla destagionalizzazione dell'offerta e sulla piena valorizzazione di aree, beni e risorse sotto-valorizzate. Le *policies* che hanno concretizzato questi nuovi orientamenti hanno consentito la realizzazione di buone pratiche e la definizione delle competenze da porre in essere, sia in termini di programmazione e regia degli interventi, che di costruzione di reti cooperative tra stakeholders differenziati che, infine, di consolidamento di nuovi cluster turistici. In generale, si riscontra un'accresciuta sensibilità da parte dei decisori politici sull'opportunità di creare nuove destinazioni turistiche, complementari a quelle tradizionali. La disponibilità nei prossimi anni di risorse aggiuntive per lo sviluppo del turismo, messe a disposizione dal PNRR e dai Fondi Strutturali europei, potranno dare un sostanziale impulso a questo obiettivo.

Il progetto DMO H2O Tevere e Mare (ATTRATTORI) prende le mosse dalla partecipazione del Municipio IX e di ASSONAUTICA al Progetto europeo STAR CITIES volto a sviluppare il turismo fluviale in 5 diversi Paesi europei e su iniziativa della stessa Associazione candida i Municipi IX e X nonché il Comune di Pomezia oltre a numerosi altri enti pubblici e privati stakeholder del territorio a costituirsi in Associazione finalizzata allo sviluppo di una DMO nell'area identificata. Con il progetto si intende valorizzare, in particolare, le caratteristiche naturalistiche e culturali proprie degli ambiti geografici rappresentati ed in particolare l'elemento dell'acqua nell'ultimo tratto del Tevere, in una parte rilevante del litorale romano, nel laghetto dell'EUR, in altre sorgenti, fossi e acque interne presenti su tutto il territorio. Allo stesso tempo, però, l'area si caratterizza, tra le altre cose, anche attraverso numerose riserve naturali, quartieri urbani architettonicamente rilevanti, musei ed altre emergenze culturali religiose e civili anche in termini di teatri, scuole professionali, e centri sportivi specialmente dedicati a sport acquatici come vela, nuoto canoa, etc.: anche questi elementi saranno valorizzati attraverso la DMO.

Per i suddetti motivi il progetto si concentra intorno a tre cluster principali tra quelli identificati dal bando: il turismo outdoor (cammini ed itinerari, sport, natura, rete dei cammini del Lazio, ecoturismo, osservazione della natura, etc.); il turismo culturale identitario (arte, storia, cultura, siti archeologici, musei, borghi, turismo religioso, etc.); il turismo legato ad eventi culturali ed artistici (musica, teatro, spettacoli dal vivo, manifestazioni e rievocazioni storiche, etc.).

Picture 7 –Extract from the DMO H2O Tevere e mare (ATTRATTORI) proposal

The “DMO H2O Tevere e mare (ATTRATTORI)” project is based on the participation of Municipality IX in the Project STAR Cities, since 2018, aimed at developing river tourism in 5 different European countries and dedicated to enhancing river tourism in the suburbs of large European cities, from which it has been able to learn the working methodology of the French, German and Slovenian partners for the creation and management of DMOs in Europe. This interregional learning process has been favoured especially from the best practices on the DMOs creation and management acquired:

1. during the 4th Interregional learning Session about the best practices “*Governance and Cooperation*” organized by the Lead Partner Val-de-Marne Tourism Board (France) in online modality from 09/02/2021 to 12/02/2021, where the partnership and the stakeholders gained information about the partners' experiences about the creation of “DMOs”, presented by the French, German and Slovenian partners, focused on public or public-private bodies, responsible for the management and marketing of an identified tourist destination through the coordinated management of all the elements that make up a destination (attractors, businesses, access, marketing, human resources, image and prices);

2. from the Good Practices “RDO - Regional Destination Organisation of Ljubljana Region” (Regional Development Agency of the Ljubljana Urban Region), “Joint strategy for tourism along Marne river” (Val-de-Marne Tourism Board) and “Destination management & river tourism in Hamburg Metropolitan Region” (Free and Hanseatic City of Hamburg), all published on the *Policy learning Platform* and present in the “Good Practices Guide”;

3. during the “Action Plan Workshop”, organized in the framework of the 5th Interregional Learning Session, focused on the “Environment and Sustainability” topic, hosted online by the Regional Development Agency of the Ljubljana Urban Region (RRA LUR) on 06/05/2021, where the Lazio Region and the Municipality IX EUR of Rome had the chance to discuss in depth the creation and the management of a DMO with the other partners that already have a long experience in this field, namely the Lead Partner, “Val-de-Marne Tourism Board”, the Slovenian partner “Regional Development Agency of the Ljubljana Urban Region” and the German partner “Free and Hanseatic City of Hamburg”;

Several references to the STAR Cities project and its influence are present in the application form of the project’s proposal.



3. Descrizione degli ambiti territoriali interessati dal progetto

Il progetto **DMO H2O Tevere Mare (ATTRATTORI)**, essendo finalizzato alla promozione di un turismo delle acque del basso corso del Tevere, dell’Aniene e del Litorale romano e di altre acque interne, si concentra su tre degli ambiti territoriali identificati dal bando: **1) Roma Città Metropolitana; 2) Litorale del Lazio; 3) Valle dell’Aniene**. Il progetto incide, infatti, sull’area dei Municipi IX e X della Città di Roma, del Comune di Nettuno e dei Comuni di Arsoli e di Cervara di Roma. Relativamente al litorale occorre pensare che il progetto ha anche ottenuto una lettera di sostegno del Comune di Pomezia.

L’area interessata dal progetto ha dimensioni notevoli (449,64 Km², di cui 183,31 del IX Municipio, 150,74 del X Municipio e 86,57 del Comune di Nettuno). L’area progettuale avrebbe una dimensione superiore a quella del Comune di Perugia arrivando al 11° posto in graduatoria, pur considerando Roma. Anche dal punto di vista della popolazione l’area progettuale con 464.220 abitanti nel 2019 (183.476 nel IX Municipio, 231.220 nel X Municipio e 47.641 nel Comune di Nettuno, 1.883 tra Arsoli e Cervara) si situerebbe al 7° posto tra i Comuni più popolosi d’Italia (collocandosi tra Genova e Bologna). L’area è caratterizzata da una densità abitativa medio bassa (sia per l’area romana che per gli altri Comuni), con le eccezioni di tre zone urbanistiche (una nel IX e due nel X Municipio) che mostrano una densità compresa tra i 6.001 e i 10.000 abitanti per Km².

Gli elementi che seguono spiegano la capacità dell’area di rappresentare i due ambiti scelti per il presente progetto (città metropolitana e litorale), **la vocazione turistica** della stessa e quanto il tematismo dell’acqua rappresenti l’elemento comune e qualificante delle tre sotto-aree. Si tratta di un’area piuttosto eterogenea che include, oltre al Comune di Nettuno (con le sue 11 frazioni), nell’area del Comune di Roma, 3 quartieri urbani (Ostiense, Giuliano Dalmata ed Europa nel IX Municipio), 3 quartieri marini (Lido di Ostia Ponente, Lido di Ostia Levante, Lido di Castel Fusano nel X Municipio) e 15 zone dell’Agro Romano (10 nel IX e 5 nel X Municipio).

Il tematismo dell’acqua è la causa stessa di una DMO che coinvolga le suddette aree geografiche e gli ambiti romani e del litorale: basti pensare che il X Municipio e Nettuno vivono sull’acqua e dell’acqua ospitando la foce del Tevere e il water front romano. Il IX Municipio, invece, ha già investito in maniera strategica sul Tevere, avendo aderito al Progetto Interreg “STAR CITIES” per la promozione di un turismo sostenibile di città fluviali europee; una delle buone prassi prevista dai partner italiani era effettuare una sperimentazione era proprio l’istituzione ed il lancio di una DMO del Tevere. L’area comprende: 1) circa 35 chilometri del corso del Tevere dal quartiere Ostiense alla foce; 2) 20 chilometri di costa di cui oltre 17 nel X Municipio e oltre 3 nel Comune di Nettuno. La vocazione turistica dell’area è definita anche dalla dimensione del Verde urbano e dalla presenza dei numerosi attrattori naturalistici, culturali e artistici puntualmente esaminati nella sezione relativa ai cluster. A fronte della vocazione turistica espressa in questa sezione così come nella sezione dedicata ai cluster, **la performance in termini turistici appare modesta**. Tali performance che andrebbero misurate in termini di arrivi e presenze turistiche, devono essere analizzate attraverso variabili proxy in

superiori al 5% annuo e lo spot si associa bene ad altri tipi di turismo (ambientale e culturale); esso interessa soprattutto la generazione Z. La spesa media giornaliera per questo tipo di turismo è più elevata delle altre forme.

Il turismo culturale identitario e gli eventi culturali ed artistici hanno rappresentato la principale motivazione di viaggio (secondo UNWTO il 40% dei flussi turistici in Europa e secondo ISTAT il 41% nel Lazio). Questo tipo di turismo ha rilevanti ripercussioni socioeconomiche positive in quanto si lega ad altri elementi quali l'enogastronomia e lo shopping. I numeri attuali lascerebbero ampi margini di crescita nel nostro Paese. Ciò potrebbe avvenire attraverso l'allungamento dei periodi di vacanza in momenti differenti da quelli maggiormente congestionati e soprattutto valorizzando mete culturali non convenzionali (obiettivo particolarmente rilevante per l'area di Roma).

Obiettivi del progetto con riferimento ai cluster selezionati e agli attrattori presenti sul territorio. Al fine di **diversificare e destagionalizzare** il turismo dell'area romana, i cluster selezionati vanno declinati secondo interpretazioni nuove per la nostra Regione anche con riferimento ad eventi specifici e a turismi di nicchia, all'estero già ampiamente sfruttate. Nella messa a punto della destinazione turistica e dei relativi prodotti, i cluster verranno utilizzati in modo interconnesso: partendo dai percorsi outdoor di turismo nautico fluviale e slow, si svilupperanno opportunità di visita delle eccellenze culturali presenti sul territorio. Inoltre, considerando l'identikit delle diverse tipologie di turisti, lo sviluppo dei prodotti turistici sarà declinato per i target interessati ai cluster selezionati, più in particolare: **community di interesse specifici** (ad esempio turismo green,) **turismo giovanile** (università italiane estere), **turismo accessibile**.

La DMO dovrà essere capace di attrarre: a) nuovi turisti di nicchia, b) turisti che decideranno di tornare a Roma per fruire di esperienze nuove e diverse, c) intercettare (anche attraverso internet e le informazioni disponibili presso gli info point) parte del turismo (nazionale ed estero) nella capitale. **Il collegamento con le DMO fluviali tedesche, lituane, francesi e slovene** attrarrà un turismo già orientato dall'estero; sempre relativamente al progetto STAR CITIES è rilevante considerare la rete Riverside Cities European Network che è nata con lo scopo principale di richiedere lo status di "Itinerario culturale del Consiglio d'Europa" ai fiumi delle grandi città per garantire il loro ruolo nell'emergere di attività ricreative popolari e nello sviluppo del diritto alle attività ricreative in Europa. Allo stesso modo la **presenza sul territorio di due Cammini del Consiglio d'Europa** ed i relativi collegamenti internazionali consentiranno di mettere a punto una comunicazione specifica, agli utenti interessati ai Cammini, per informarli nella nuova DMO, organizzata nell'intorno dei due cammini in grado di offrire altri prodotti turistici di qualità coerenti con la tipologia di domanda che essi esprimono. Verranno, inoltre, utilizzate le reti già esistenti del Comune di Roma funzionali all'attivazione del turismo di ritorno.

Gli itinerari si comporranno in maniera modulare secondo la scelta (da parte dei turisti) dei diversi prodotti turistici messi a punto. La selezione degli operatori non avverrà in funzione di una concorrenza deleteria sui prezzi ma piuttosto in relazione alla tipologia di prodotto/servizio offerto e agli interessi dei turisti/consumatori.

Di seguito vengono presentati, purtroppo in forma sintetica, gli attrattori (con un filo conduttore rappresentato dall'acqua) presenti sul territorio sulla base di quali si determineranno i prodotti turistici della nostra Destinazione: **Turismo outdoor - Turismo sportivo:** Eventi sportivi presso il Parco Centrale del Lago Eur, Gran Premio ed altri eventi legati alla Formula E, Discesa Internazionale del Tevere, Risalita del Tevere di Assonautica in occasione del Tevere Day, Staffetta dei Porti del Lazio da Roma a Formia in occasione dell'Appia Day via terra e via mare, eventi sportivi al Porto Turistico di Roma e con i Circoli velici del Comitato 100 Vele. **Turismo naturalistico:** le Terre del Tevere, la Riserva naturale statale del Litorale Romano (Municipio IX e X), le Riserve naturali Laurentino Acqua Acetosa e Decima Malafede, LIPU Centro Habitat Mediterraneo Ostia, Villa Chigi a Castelfusano, l'Area Marina Protetta Secche di Tor Paterno, la Riserva naturale della Sughereta, l'area naturalistica della Solforata (o Solfatara) con la Grotta del Fauno e la mitica

Picture 8 –Extract from the DMO H2O Tevere e mare (ATTRATTORI) proposal

The project, led by the association "Assonautica Acque Interne Lazio e Tevere", presents a strong public and private partnership, with different and several skills and competences for a good implementation of the project's activities.

2. Action

This Action started with the launch of the public call for proposal "Implementation of measures to support Lazio's tourist destinations" with the Regional Government Resolution n. 836 of 17 November 2020 for the creation and management of DMOs that allowed the Municipality IX of EUR to submit its proposal "DMO H2O Tevere e mare (ATTRATTORI)". **The elaboration of the proposal started already during the Phase 1 of the project STAR CITIES**, after the participation in the 4th Interregional learning Session about the best practices "Governance and Cooperation" organized by the Lead Partner Val-de-Marne Tourism Board (France) in online modality from 09/02/2021 to 12/02/2021, developing the following activities:

1. acknowledgement of the call for proposals launched by Lazio Region;

2. official convocation of the Commission VI School, Culture, Tourism and Sport of the Municipality IX EUR of Rome of 23 February 2021 for discussing the topic “The Tiber, river tourism and update on the STAR Cities project and the call for DMOs. Interventions in support of the Lazio Tourist Destinations - Discussion and possible vote on the motion for a resolution”;

3. official Council Meeting of the Municipality IX of Rome held on 26 February 2021 for presenting the project Star Cities and the regional public call to interested stakeholders with the approval, by vote, of the participation of the Municipality IX EUR of Rome in the Lazio Region call for proposals for the creation of the DMOs;

4. official administrative and politics Acts proposed by the Municipality IX of Rome to commit the President of the Municipality and the Councillor for Community Policies to take actions to participate in to the regional call for proposals to seize the opportunity to finance the creation of a DMO to facilitate the transfer of good practices between European territories participating in the Star Cities project, also involving adjacent municipalities;

5. Creation of the partnership for the presentation of a project proposal in the framework of the public call for proposal for the creation of DMOs “Implementation of measures to support Lazio's tourist destinations”;

4. Submission of the project proposal “DMO H2O Tevere e mare (ATTRATORI) Ampliare il Turismo di alcuni Territori Romani sulle Acque del basso corso del Tevere e del litorale tirrenico attraverso Operazioni di promozione, valorizzazione, Ricerca e altri Investimenti di qualificazione dell’area” (the translation is “DMO H2O Tiber and Sea (ATTRACTORS) to widen the tourism of some roman territories on the waters of the lower course of the Tiber and the tyrrhenian coast through promotion, valorisation, research and other investments for the qualification of the area”) on 31 May 2021;

5. Approval of the project “DMO H2O Tevere e mare (ATTRATORI)” on 3 August 2021;

The following steps will be made during the second phase of the STAR Cities project:

6. Signature of the Subsidy Contract – by December 2021;

7. Implementation of the project's activities – to be made through:

- management of the project (Destination manager + 2 junior project staff for the entire project's duration);
- benchmark on European Best Practices on DMOs (by 6 months from the beginning of the project);
- Research of European and National funds for the relaunch of the tourism (for the entire duration of the project);
- Elaboration of the brand of the DMO (by 4 Months from the beginning of the project);
- Marketing and Communication Plan (by 4 months from the beginning of the project but revised and updated until the end of the activities);
- Data collection (by 6 months from the beginning of the project);
- Creation of totem and Hub points (by 3 Months from the beginning of the project);
- Creation and updating of online forum, website, apps and social media accounts (from the 3rd month of the project until its end);

- Recording of 2 promotional videos and other promotional materials (by 3 months from the beginning of the project);
- Elaboration of calendar of events in the web-portal (for the entire duration of the project);
- Organization of the cultural and promotional events along the Tiber River (from the month 4 to month 6);
- Participation in the national and European fairs (between month 2 and 3);
- Training courses for the touristic operators (from month 2 and 5).

3. Players involved

- Italian Star Cities project partners, Lazio Region (as donor of the funds) and Municipality IX EUR of Rome (as main partner of the funded project);
- Municipality X of Rome;
- Assonautica Acque Interne Lazio e Tevere association (Lead Partner of the project proposal, dealing with the overall management);
- Local public authorities including small and medium municipalities in the territory of Lazio Region (Municipality of Nettuno, Municipality of Cervara di Roma; Municipality of Arsoli, Municipality of Pomezia, dealing mainly with the dissemination activities;
- Public Museum and Cultural Institutions (The Central Institute for Intangible Heritage, UCIV - Museum of Civilisations, The Central State Archives, Archaeological Park of Ostia Antica, Italian Geographical Society), dealing with the data collection and organization of events activities;
- "Roma Natura" (Italian public body responsible for the protection and enhancement of the natural and landscape heritage), dealing with the protection of the involved areas but also with the organization of recreational activities;
- High – School (Technical Institute for Logistics and Transport Marcantonio Colonna (formerly Nautical Institute), dealing with the educational and professional training courses activities;
- Cultural, digital and touristic associations and foundations (AFFABULAZIONE, ASSOCORCE – Global Trade & Web Association, Amici delle navi a vapore G.L. Spinelli", Cefalonia Forever – Sentiero Trilussa, Centro Nautico Tor Boacciana Ssd - The Amateur Sports Company with limited liability, Circolo Canottieri Eur Ssd (Piscina Delle Rose), 100 Sails Committee, Cyberia Ideas In Network Aps (CEA State Natural Reserve Litorale Romano), Deriva Film, DOTSLLOT, EURETICA (LunEUR), ECOTER, EXPOMED, GREEN MOBILITY TEVERE, MARE NOSTRUM ROMAE, OBSERVO APS, OFF - OSTIA FILM FACTORY, National Federation A.C.T. Italia, Foundation Anna Maria Catalano, . Pro Loco Ostia Antica; ENEA ROUTE - Cultural Route of the Council of Europe, SAIFO APS, SLOW FOOD ROMA, Terre Del Tevere, WHEELS TELLING, all involved in promotional and communication activities but also in the elaboration of touristic packages and services offers for the DMO, including specific and innovative seasonal tourist proposals and outdoor tourism, but also cultural and natural tourism offers.

- Research Institute and Universities (Centre for Nautical Studies, UER - European University of Rome, UNIVERSITAS MERCATORUM, dealing with the educational and professional training courses activities;
- UNESCO Club of Rome, involved in promotional and communication activities but also in the conservation of the cultural and natural heritage of the involved areas;
- Local SMEs (EUR S.p.A., STRUCTURA, TENUTA DI DRAGONE Corsetti agricultural company, TURISMO MEDITERRANEO, TYPIMEDIA EDITORE; involved in the elaboration of touristic packages and services offers;
- The Touristic Port of Ostia Antica, dealing with the development of sustainable tourism also for the accessibility;
- Religious Institutions (Sanctuary of The Madonna Of Divine Love) for the elaboration of religious touristic services and offers.
- ZÈTEMA (a company 100% owned by Roma Capitale for operating in the Culture sector), involved in promotional and communication activities.

4. Timeframe

The project will last 12 months from the signature of the Subsidy Contract. It is supposed to last from January 2022 to December 2022.

5. Costs

The entire costs for the public call for proposals is Euro 4.500.000,00

Euro 100.000,00: for projects including 1 Cluster and 1 territorial area;

Euro 150.000,00 for projects including more than 1 Cluster and 1 territorial area;

Euro 180.000,00 for projects including 1 Cluster and 2 territorial areas;

Euro 250.000,00 for projects including more than 1 Cluster and 2 territorial area;

The project proposal “DMO H20 Tevere e mare (ATTRATTORI) has a budget of € 309.204,00.

6. Funding sources

- Three-year Plan for Tourism for Lazio Region 2020 – 2022. Public Call for proposals “Implementation of measures to support Lazio's tourist destinations”;

Roma, _____

Signature: _____

Stamp of the organisation _____