

Pilot action final report

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1. Introduction

Apulia Region, with the contribution of PP3 - ASSET and PP13 - CMCC, worked on 3 different Pilot activities: the first one (Pilot Action 3.1) focused on the implementation of Port sustainability best-practices; the second one (Pilot Action 3.2) focused on Regional ports networking and their connections with the promotion of the territory, the development of an ICT app for boat berth services and the improvement of marine connectivity; the third one (Pilot Action 3.3) focused on harbour and navigational safety with the development of a meteo-oceanographic forecasting system for sea shipping activities.

The aim of the pilot action “**3.1 - Implementation of port sustainability best-practices**” was to improve port conditions from a touristic point of view. It acts on the macro theme “Environment and energy aspects”. ASSET decided to set the following objectives:

- To increase citizenship and tourist awareness about the territory by a **sensitization campaign**
- To **reduce emissions and waste** from port operations
- To **collect existing services** to be offered to tourists
- To inform tourists about **cultural sites** to be visited (knowledge of our territory)
- To collect the effective needs of the **port community** and the involved stakeholders within the **co-design approach supported** by the submission of a questionnaire
- To provide **free plastic-free kits** to be distributed in the three pilot ports
- To promote a big **change in attitude** on the theme of environmental sustainability
- **Collection of tourist information** with the ports as starting points makes the whole area more attractive

2. Pilot action description

1.1. Aim of pilot action

The aim of the pilot action is to improve ports conditions by touristic point of view. For this, ASSET realized a best practices (plastic free kit) and information campaign in three Apulian ports (Vieste, Trani, Otranto). On one hand, the objective was to reduce CO2 emissions and waste from port operations and boaters. On the other hand, ASSET tried to collect existing services addressed to boat tourists. The pilot project foreseen the supply of a branded plastic free kit with Project logo. ASSET decided to focus its Pilot action 3.1 into these 3 ports. Through these Pilots, ASSET's purpose is to raise the awareness of the target groups about the importance of responsible behaviours in

environmental terms, by implementing an action that involves the addresses immediately, directly and without any mediation. The vision followed in the Pilot is to materialise the principle of environmental sustainability into something tangible, namely into several everyday objects of common use, linked to life at sea and sailing, capable of conveying the message in a simple and immediate way to personnel of small ports and recreational boaters.

In view of this objective, ASSET designed, produced, and distributed a “plastic-free kit” (nr. 400 in total) each composed by:

- nr. 1 thermal bottle;
- nr. 1 bamboo cutlery set;
- nr. 1 palm leaf plate;
- nr. 1 t-shirt (in bio-cotton);
- nr. 1 backpack in eco-friendly material.

1.2.Start date - End date

The Pilot Action started in July 2021 and ended in June 2023

1.3.Achieved results

Considering the role of the Regional Agency and what stated above, the main ASSET purpose is to raise the awareness of the target groups about the importance of responsible behaviours in environmental terms, by implementing an action that involves the addresses immediately, directly and without any mediation.

Specifically, ASSET focused on concrete actions that immediately and directly could involve stakeholders and target groups such as port operators and their staff, associations of boaters, tourists, and citizens, without any mediation.

The vision followed by ASSET was to materialise the principle of environmental sustainability into something tangible, namely into several everyday objects of common use, linked to life at sea and sailing, capable of conveying the message in a simple and immediate way to personnel of small ports and recreational boaters.

For this, ASSET decided to involve such target group through non-conventional methods and concrete actions, rather than relying on lectures or traditional conferences. At the beginning of the activity analysed something tangible, in view of its full environmental sustainability, recognizing in the eco-friendly products the best choice (e.g., everyday objects of common use, linked to life at sea and sailing). In fact, these materials can act as tools for convey the message in a simple and immediate way to the target groups.

Once the best means of communication have been selected,, ASSET organized the awareness raising event in each port, where the plastic-free kit were distributed to the target groups.

ASSET distributed 400 kits, meeting people from all over the Italy and sharing with them FRAMESPORT objective, goals and results achieved.

1.4.Description of activities carried out

Based on the shared methodology (deliverable 5.1.1), in July 2021 ASSET started studying the and selecting target group: port operators and staff, associations, tourists, citizens.

After that ASSET implemented a SWOT analysis and analysed potential risks of this kind of activity, recognizing the need to the use of tangible means of communication in order to engage properly the target groups.

Therefore, ASSET started the creation of a database of potential stakeholders including direct target information (name of the organization, contacts, email, telephone, address, etc.).

After that, ASSET started sharing the idea of Pilot 3.1 with the target ports authorities and consequently , began study and analysis of possible materials to use for the plastic-free kit.

In parallel, ASSET appointed a service provider company to design and produce the customized materials for the plastic-free kit.

At the end of this process, ASSET, with CMCC, organized the awareness raising event in each port, where the plastic-free kit were distributed.



1.5. Actors/Beneficiaries/ Stakeholders involvement

Target group of the pilot actions was represented by municipalities and coastal authorities, associations and recreational boaters; they have been involved according to a method articulated in the following chronological steps:

1. Creation of the database;
2. First introductory email, including a brief description about ASSET mission and structure, and about FRAMESPORT Project concept and objectives, with particular reference to the pilot action related to port areas;
3. First telephone call;
4. First reminder email, addressed to stakeholders who didn't reply to the first contact;
5. Second telephone call;
6. Organization of the mentioned awareness raising and distribution events in the port areas.

These ports shared ASSET Pilot Actions to their associated that attended the events.



1.6. Use of thematic equipment

No thematic equipment has been used.

1.7. Problems encountered

The main problem encountered is the fragmentation of private stakeholder in each port that led to the lack of significant interest, of the port areas, in participating in the initiative, considering that raising awareness events on environmental and sustainability issues is not exactly within their core business, which is focused on leasing boat moorings and provide related services and annexed facilities. This situation did not affect so much the project for what regards this pilot.

3. Monitoring of activities

Indicator	Unit of measure	Target value	Achieved value	Time horizon for monitoring (July '21/ Feb. '22/ July '22)
Indicator 1 <i>Meetings with stakeholders</i>	<i>Number of participants</i>	10-15	12	<i>June '23</i>
Indicator 2 <i>Creation of a kit to be distributed</i>	<i>Number of kits</i>	50	400	<i>June '23</i>
Indicator 3 <i>Events</i>	<i>Number of events</i>	2	2	<i>June '23</i>

4. Pilot action outcomes

The main outcomes of the pilot action “**3.1 - Implementation of port sustainability best-practices**” were:

- Creation and distribution of 400 plastic-free kit;
- Organization of 2 events in the port areas;
- More than 500 stakeholders involved.

5. Conclusion

The project pilot activities refer to Regional Strategic Agency for the Eco-sustainable Development of the Apulia Territory's pilot action "**3.1 - Implementation of port sustainability best-practices**", regarding their aim at supporting an integrated and sustainable development of small ports from a strategic perspective where ports can benefit from the realization of best practices (plastic free) and information campaign in three Apulian ports.

The goal of this pilot action is the reduction of emissions and waste from port operations and to collect all the existing services to be offered to the tourists.

In conclusion, it can be stated that in territories where there has been greater awareness by local stakeholders such as municipalities, port authorities or associations, there has been greater participation by target users and, in fact, more kits have been distributed than in other locations.

This means that, by working on raising awareness among local stakeholders, a greater number of citizens can be reached, increasing the impact on the territory and increasing the possibility of active and proactive participation of the population.