

Report on pilot actions replicability

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1 Introduction

The transfer of project results and main outputs requires appropriate guidelines delivering the methodologies used and a description of the context where projects have been implemented. This report represents the output through which project partners and stakeholders may be able to better understand the methodological frame used for the pilot actions implementation and to replicate and scale-up them in other territorial contexts. As final deliverable of pilot actions, the contents of this document may provide valuable insights, through the FRAMESPORT Toolbox (D.5.4.2), for the strategy consultation and for the structure of the FRAMESPORT strategy paper.

The next paragraphs will provide more in depth information on the pilot action that are strictly linked to the opportunities for replicability of the initiative developed by ITL in the Canal Port of Rimini, including its objectives, development, main obstacles and KPIs to ensure a proper monitoring of activities.

2 Pilot action in a nutshell

2.1 Contextualization

The canal port of Rimini is inserted within the Municipality of Rimini, in the Emilia-Romagna Region.



Rimini presents a rich touristic offer that includes both hotel establishments and non-hotel facilities, often open all year. Despite this, the touristic flows still observe a seasonal trend, with the summer

being the most popular period to visit Rimini for both Italian and foreign tourists. Despite the impact of the Covid-19 pandemic, 2021 and the first months of 2022 already marked a slight recovery, with numbers related to both Italian and foreign visitors that are growing again, but still observing the above-mentioned seasonal trend.

The international fairs and exhibitions that are annually held in Rimini provides another potential reason for visiting this territory; despite being distributed throughout the year, a particular lack of such events can be emphasized for the months of April and December.

Concerning the Canal Port of Rimini, several macro-areas and functions can be identified, each serving a specific purpose that is important for the whole community. However, the value and significance – both in economic terms but also from a cultural and historical standpoint – of such activities is not often emphasized enough and remain unknown to both citizens and tourists visiting the city. Hence the aim of this pilot action, whose successful outcome requires the involvement of the many different stakeholders that operate daily within the Port's area.



The high variety and value represented by the activities carried out in the Canal Port of Rimini provided the perfect opportunity to implement a pilot activity aimed at valorising these aspects, both among tourists and the local population, who is not often aware of the values and richness that these activities bring to the city and the adjacent territory.

2.2 Overall vision of the pilot

The Pilot Action 2.3 *“Realization of initiatives for the promotion of the canal port activities”*, implemented by PP2 – ITL Foundation, was aimed at promoting the Canal Port of Rimini through the organization and implementation of a dedicated exhibition event to showcase the diversified range of activities and operators that are based within the Port’s area, in order to better strengthen their attractiveness and display their value, thus also increasing the presence of people who are not directly involved in the Port’s operation even beyond the high-peak summer season.

For this reason, the event has taken place specifically in this period, in order to contribute to the promotion of the Port – and of the whole territory of Rimini – even in this season when the flow of tourist is notably lower. In addition, the promotional event was also aimed at the local population, who often see the Port in a detached way and does not realize its full potential.

To achieve such aim, a close engagement of stakeholders and Port’s operators has been implemented, both during the planning and implementing phases of the pilot action, in order to ensure a tight connection with the territory and its needs.

As a result of an administrative procedure implemented to select a subject to be appointed to actually plan and organize the initiative, the Nautical Club of Rimini was selected.

Eventually, the promotional event *“Ti porto al porto”*, aimed at enhancing the value and knowledge of the Canal Port of Rimini among citizens and tourists, took place on the 09th and 10th of April within the area adjacent to the Port’s grounds. The activities implemented are resumed below.

ID: ATT 1	Organization of a photographic exhibition on the historical evolution of the Canal Port of Rimini since the 1950s
ID: ATT 2	Simulation and demonstration of the ancient trawl fishing system

ID: ATT 3	Exhibition (dry) of a small historic boat and historic tools used in shipyards and demonstration of their use
ID: ATT 4	Exhibition of fishing boats or clam boats, with explanation of the main parts and functions (possibly guided tour of the same)
ID: ATT 5	Exhibition of the ancient fishing nets and the tools used to repair them (possibly demonstration of the ancient techniques used for their sewing)
ID: ATT 6	Arrangement of an exhibition space for operators to promote the activities based in the Porto Canale
ID: ATT 7	Preparation of spaces dedicated to the display of food stands
ID: ATT 9	Preparation of commercial spaces dedicated to street vendors related to the theme of the sea and its products
ID: ATT 10	Preparation of stands available to commercial operators for the promotion of maritime connections with Croatia
Additional activities	<ul style="list-style-type: none"> - a photo exhibition on the “Isola delle rose”; - demonstrations of all the main nautical sports such as surf and windsurfing; - an exhibition of seashell; - the release of a turtle that has been previously treated by the Cetacea-Delfinario Foundation; - stands dedicated to gastronomic companies of the territory.

In addition, a preliminary promotional campaign and a launching press conference have been organized to properly disseminate the initiative among local population and visitors. A signature list and an online survey to gather feedbacks from participants have also been prepared as additional tools to monitor the event’s turnout.

The event was also the main subject of a good number of articles, which were published mainly on local news websites both before and after the initiative took place.

3 State-of-the-art and literature review

Initially, some analyses on the tourist flows within the municipality of Rimini and on annual major events and fairs were carried out to have an overview of the touristic presence in the city and the trends in the number of visitors throughout the year.

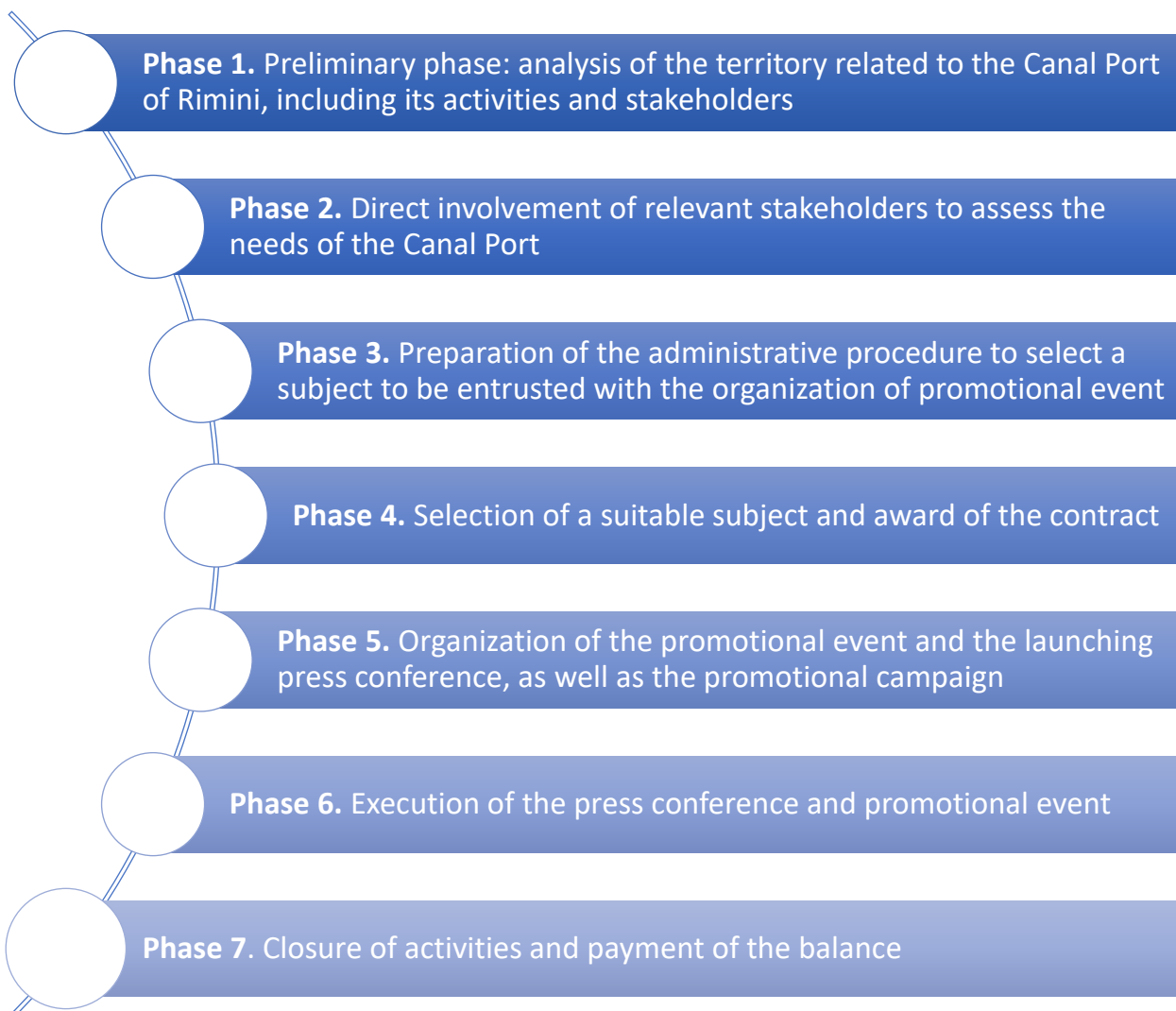
In addition, some information related on the Canal Port of Rimini and its operators were collected to provide a baseline of information useful to provide a preliminary characterization of the pilot action to be presented to stakeholders.

Other than these analyses, no particular literature review was carried out, as the pilot action was closely targeted to the characteristics and needs of the Rimini Canal Port and its stakeholders, who were involved since the very beginning within the conceptualization and planning of the activities.

4 Pilot action development and main obstacles

4.1 Step-by-step procedure

Several activities have been carried out during these months. A simple scheme of the steps that have been taken during the implementation of the pilot action is provided below.



4.2 Target groups and stakeholders

As of stakeholders involved, from a preliminary desk research that was carried out at the very beginning of the PA, a total of 24 relevant stakeholders were identified and are reported in the table below. These are the main entities, authorities and associations that are related to the Canal Port and operates within its grounds.

n.	NAME	CATEGORY
1	Acqua di mare	Agricultural Cooperative Society
2	Adriamar	Agricultural Cooperative Society
3	Associazione Isola delle Rose	Cultural association
4	Big game Italy	Cultural association
5	Cantiere Gori	Shipyard
6	Cantiere Navale Dell'Adriatico Di Fabio E Marco Tosi S.N.C.	Shipyard
7	Capitaneria di Porto di Rimini	Coast Guard Station
8	Capitaneria di Porto di Rimini – Sezione Unità Navali	Coast Guard Station
9	Carlini Roberto & Stefano S.r.l	Shipyard
10	Circolo Velico Riminese	Sailing Club
11	Consulta del Porto di Rimini	Representative body of the operators located within the Canal Port of Rimini
12	Consorzio del Porto di Rimini	Representative body of the commercial operators located within the Canal Port of Rimini
13	Cooperativa Lavoratori del Mare	Representative body of the sea workers
14	Federazione Nazionale Coop. Pesca	National club

15	FIV - Club nautico Rimini	Nautical club
16	Guardia Costiera	Coast Guard Station
17	Guardia di finanza	Customs and finance Guards
18	Imarr - Società cooperativa	Agricultural Cooperative Society
19	Lega Navale Italiana - Sezione di Rimini	Nautical club
20	Marina di Rimini	Porto turistico
21	Marina Militare Faro di Rimini	Military facility
22	Rimini Yacht Club Vela Viva	Sailing Club and School
23	Traghetto Vittoria, also named "Carontino"	Ferry Boat (transport between the banks)
24	Yacht Club Rimini	Sailing Club and School

Since early November 2022, a process of close engagement of stakeholders was carried out, with the aim of gathering a clear picture of the real needs and priorities of entities that are affiliated to the Canal Port.

In this purpose, the main strategy used to engage stakeholders was represented by the organization of several meetings that were held both in presence and online with the aim of clearly present the available opportunity and collect the necessary inputs and data that were useful to initially characterize the pilot action and the promotional event.

The following list presents the group of stakeholders that participated to the event, organizing some of the activities or presenting their associations through a dedicated stand.

- Rimini Nautical club
- Municipality of Rimini
- "Consulta del Porto Canale di Rimini"
- "Consorzio del Porto Canale di Rimini"
- "Cooperativa pescatori"
- "Cooperativa bagnini"
- Fondazione cetacea-delfinario

- Riccione nautical club
- Lega navale
- ANMI
- CNA
- Crescere insieme
- FIPSAS
- Circolo velico Riminese
- Vele al terzo
- Oleificio Corazza
- Blueat
- Circolo nautico Viserba
- Marinando
- FIV
- Ruota panoramica Rimini
- Other retailers (restaurants, commercial operators)

As of other target groups involved in the pilot actions, the main ones are represented by local population and tourists visiting the area during the days in which the promotional event was held. Both categories could benefit from the many initiatives that have been proposed during the event, with the aim of valorize the Canal Port of Rimini and its operators.

The main strategy used to attract the general public is represented by a promotional campaign, whose main elements were:

- The organization of a launching press conference that saw the presence, among others, of the mayor of Rimini;
- The promotion of the event through the social channels of the Rimini Nautical Club as well as ITL Foundation;
- The printing of n. 100 posters that were attached to billboards around the whole city of Rimini.

These elements resulted to be quite successful in attracting a good number of people, as demonstrated by the signatures and feedbacks collected.

4.3 Main obstacles

As for the main obstacles and threats, the main ones were definitely related to the risk of a low engagement of

- Stakeholders, during the design phase as well as the actual organization of the initiative;
- The general public, during the actual implementation of the promotional event.

As a matter of fact, some initial difficulties were faced in the concrete involvement of stakeholders (mainly the Municipality of Rimini and the “Consulta del Porto”) in the decision of a specific activity to be carried out with the available budget, which was highly essential in order to identify the main needs of the Canal Port of Rimini and actually contribute to the needs and priorities of the territory.

Looking at the mitigation measures that were implemented to ensure a successful outcome of the pilot action and an adequate use of the budget offered by ITL Foundation in the framework of FRAMESPORT, the main ones are:

- The organization of in person meetings with stakeholders and authorities in order to better convey messages and explain the steps needed to implement the pilot action, also from an administrative point of view;
- The implementation of significant promotional campaign, as explained before, which comprised both a launching press conference and the dissemination through social media and within the territory through printed posters.

These measures turned out to be quite appropriate to counter the risks of low participation of both stakeholders and local citizens during all phases of implementation.

4.4 Identified KPIs and related achievements

A list of indicators was prepared and presented within the preparatory report, in order to ensure a proper monitoring of the pilot action and a seamless implementation. The table containing such indicators is reported below.

Indicator	Unit of measure	Target value	Time horizon for monitoring	Achieved value
<i>Number of stakeholders involved in the planning of PA</i>	<i>Number</i>	<i>8</i>	<i>March 23</i>	<i>8</i>
<i>Number of meetings organized with stakeholders</i>	<i>Number</i>	<i>6</i>	<i>March 23</i>	<i>8</i>
<i>Identification of economic operator in charge of the organization of the event</i>	<i>Percentage</i>	<i>100%</i>	<i>February 23</i>	<i>100%</i>
<i>Identification of activities to be developed through the budget provided by FRAMESPORT</i>	<i>Percentage</i>	<i>100%</i>	<i>February 23</i>	<i>100%</i>
<i>Number of stakeholders involved in the implementation of the promotional event</i>	<i>Number</i>	<i>15</i>	<i>April 23</i>	<i>25</i>
<i>Approximate number of citizens and general public involved in the final promotional event</i>	<i>Number</i>	<i>200</i>	<i>April 23</i>	<i>158 signatures + 60 responses to quality survey</i>

As specified in the last column, all indicators have been achieved.

Concerning the last one measuring the general turnout of the event, which represents an important parameter to measure the success of the initiative, it was not possible to have a precise counting of all the people who visited the stands and participated to the planned activities. However, two

different tools provide an idea on this matter, namely the signature list and quality survey, which turned out to be especially useful to gather a feedback on the event directly from participants.

As a matter of fact, 158 signatures and 60 responses to the quality survey were directly gathered by organizers, while the number of people who visited the event is certainly higher, therefore the target of 200 people set by the indicator has been considered as achieved.

To summarize, all indicators used have been deemed to be appropriate to monitor the implementation of the pilot action.

5 Final consideration, tip&tricks

The pilot action was aimed at enhancing the value and knowledge of the Canal Port of Rimini among citizens and tourists through the organization of a promotional event that will showcase all the activities that are based and takes place in the Port's grounds, thus enhancing their visibility.

The promotional event "*Ti porto al Porto*", which took place on the 09th and 10th of April, was organized by the Rimini Nautical Club within the public spaces adjacent to the Port's grounds and saw the participation of many local stakeholders, who showcased their activities to the public. In addition, several other initiatives have been implemented, including photo exhibitions, display of ancient fishing and fishnet sewing methods and so on.

The planning process has been divided into 7 main phases, which saw the essential participation of several stakeholders, both within the preliminary stage and the actual organization of the promotional event.

The event registered a good number of participants, who have greatly appreciated the initiative, welcoming with enthusiasm the idea to turn this into an annual appointment for the Municipality of Rimini, in order to contribute to the long-term relaunch the Canal Porto of Rimini.

The main problems faced have been the risk of a low engagement of both stakeholders and the general public in the participation to the event, but both issues were dealt with through specific measures, namely the organization of in-person meetings the organization of a significant promotional campaign.

In this way, it was possible to achieve all indicators that have been set in the preliminary report.

The replication of the pilot action in further territories is certainly possible; however, a suggestion would be to adapt the activities that have been implemented in the Canal Port of Rimini to the actual characteristics of the recipient small port.

In this purpose, the aim has to be reached through a close and proper engagement of stakeholders since the very initial phase of conceptualization, as it would not be advisable to present them with a project idea that is already “set in stone”.

This is also clearly connected to the ability to provide a clear overview of the possibilities provided through this budget, which should be seen as a precious opportunity rather than an administrative and bureaucratic burden.

At the same time, the lack of responses during the initial phase could lead to a standstill in the development of activities: counter measures such as the organization of in person meetings shall be implemented to tackle the situation and foster the development of a concrete solution.

In addition, the choice of the legal subject to be entrusted with the actual organization and implementation of the event shall be given some attention: most of the time, many of the small associations that better know and operate in small ports are not equipped with the administrative and personnel capacity needed to carry out such tasks.

Among these, the obtainment of all the necessary permits to proceed with the organisation of the event, such as the permit to occupy public land or the security plan, is a difficult process that requires time and experience, as different authorities and procedures are involved.

Another point that require additional focus is the planning of a successful promotional campaign, targeted to the event, as this will be crucial to attract the highest possible number of visitors.

Last but not least, the preparation of some kind of digital tool (e.g. an online survey) to gather feedbacks from participants represent a good baseline to assess how the event was received by the public and how it could be improved in the future.

Annex: Pilot action synthesis

Project partner	PP2 - ITL	Pilot action number	2.3	Macro-theme*	ICT application and service development
Pilot action name	<i>Realization of initiatives for the promotion of the canal port activities</i>				
Group of stakeholders involved (bullet points)	<ul style="list-style-type: none"> • Municipality of Rimini • “Consulta del Porto Canale di Rimini” • “Consorzio del Porto Canale di Rimini” • Rimini Nautical club • “Cooperativa pescatori” • “Cooperativa bagnini” • Fondazione Cetacea-delfinario • Riccione nautical club • Lega navale • ANMI • CNA • Crescere insieme • FIPSAS • Circolo velico Riminese • Vele al terzo • Oleificio Corazza • Blueat • Circolo nautico Viserba • Marinando • FIV • Ruota panoramica Rimini • Other retailers (restaurants, commercial operators) 				
Main steps (bullet points)	<ul style="list-style-type: none"> - Phase 1. Preliminary phase: analysis of the territory related to the Canal Port of Rimini, including its activities and stakeholders. 				

	<ul style="list-style-type: none"> - Phase 2. Direct involvement of relevant stakeholders to assess the needs of the Canal Port of Rimini. - Phase 3. Preparation of the administrative procedure to select a subject to be entrusted with the organization of the promotional event. - Phase 4. Selection of a suitable subject and award of the contract - Phase 5. Organization of the promotional event and the launching press conference, as well as the promotional campaign - Phase 6. Execution of the launching press conference and promotional event. - Phase 7. Closure of activities and payment of the balance.
KPIs (bullet points)	<ul style="list-style-type: none"> • Number of stakeholders involved in the planning of PA • Number of meetings organized with stakeholders • Identification of economic operator in charge of the organization of the event • Identification of activities to be developed through the budget provided by FRAMESPORT • Number of stakeholders involved in the implementation of the promotional event • Approximate number of citizens and general public involved in the final promotional event
Main obstacles (bullet points)	<ul style="list-style-type: none"> - Initial difficulties to concretely involve stakeholder (Municipality of Rimini, Consulta del Porto) and get their attention on the opportunity offered by ITL in the framework of FRAMESPORT. - Importance of direct involvement of stakeholders to identify the main needs of the Canal Port of Rimini.
Advice and suggestions	<ul style="list-style-type: none"> - Clearly provide stakeholders with an overview of the opportunities deriving from being involved in the project and have access to a budget to promote an important part

	<p>of the city and its economy as the port, which should not be seen as a burden.</p> <ul style="list-style-type: none"> - Closely involve stakeholders, also through the organization of in-person meetings to better convey messages. - Carefully adapt activities implemented during the event to the actual needs and characteristics of the recipient small port, instead of presenting stakeholders with a list that is already “set in stone”. - Carefully select the subject to be entrusted with organization, as it will need the administrative capacity to actually coordinate activities and obtain all the necessary permits from different authorities involved. - Organize a significant promotional campaign, in order to properly disseminate the event among potential visitors. - Implement some kind of digital tool (e.g. an online survey) to gather participants’ input on the event to assess how it could be improved in the future.
<p>Other comments</p>	<p>/</p>

* Use the following acronyms:

- **ICT:** ICT application and service development
- **P&M:** Spatial planning and management
- **BSN:** Business oriented aspects
- **T&K:** Training and knowledge
- **E&E:** Environment and energy aspects