New Strategies for Tourism and Local Development in the Mediterranean Region

Emilia Romagna Regional Policy 2007-2013

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What is the UPD

The Unitary Programming Document 2007-2013:

- It is foreseen by the **National Strategic Framework 2007-2013 (NSF)**: each Region has to define its own **Unitary Regional Policy**, identifying a range of strategic objectives coherent with the priorities of the NSF, enabling the development of the **Regional Cohesion Policy**.

- Background planning documents are: NSF, Regional Territorial Plan, Regional Operative Programmes for European Regional Development Fund (ERDF), European Social Fund (ESF), National Fund for Disadvantaged Areas (FAS), the Regional Strategic Plan, The European Fund for Rural Development, relevant Regional thematic programmes (welfare, transport and mobility, economic competitiveness etc..).
Principles of Regional Unitary Policy

• Strategic programming and unitary framework vs sectoral policies, calling for *sectoral policies integration*
• Additional financial programmes and resources to be integrated with the strategic UPD objectives
• Concrete endorsement by the Regional Government concerning “additionality”, by allocating additional own Regional Funds
• Targeting the National Fund for Disadvantaged Areas (FAS) to tackle key issues such as: strategic natural resources, sustainable mobility, territorial cohesion, cities as territorial drivers of development
• Support local areas and territorial system that offer a variety of opportunities that, linked together, are the basis of competitive advantage of the Region (territorial cohesion)
Principles and priorities of the UPD

Promote competitiveness of the Region at European level
Two basic issues to be dealt with: demographic trends and multicultural society

Priorities:
- Increase territorial cohesion, to overcome main territorial gaps, considering territory and land as a strategic resource
- Promote a widespread development via fostering local identities and their integration
- Strengthen a knowledge society and economy
- From “multipolarity” to Regional system, setting up strong and relevant regional networks (technopoles, communication technologies, transportation network, logistics etc..)
- New Welfare enabling a better quality of life for people living in Emilia-Romagna
The UPD pools funds from external investments (European, national and regional) for a total of around €1.5 billion euros for the period 2007-2013, as well as from local bodies and subjects directly involved in its implementation, for a total of about 3 billion euros.

Funding comes from:

- **ERDF**: European Regional Development Fund
- **ESF**: European Social Fund
- **FAS**: National development fund
- **Regional government funds**
- **Funds from local authorities**
OBJECTIVE 1
RESEARCH AND INNOVATION
Strengthen the research and technological transfer system and the processes of innovative change of the production system,
ERDF/ESF available amount € 235.3 million

OBJECTIVE 2
HUMAN RESOURCES
Raise skill levels, increasing knowledge according to the needs of the productive and regional economic system
ESF available amount € 558.9 million

OBJECTIVE 3
PRODUCTIVE SYSTEM
Improve research and technology transfer within enterprises
ERDF available amount € 69.6 million

OBJECTIVE 4
SITE SUSTAINABILITY
Developing the energetic and environmental sustainability of the productive system ERDF available amount € 87.5 million
ENVIRONMENTAL AND SOCIAL SUSTAINABILITY

OBJECTIVE 5
SUSTAINABLE MOBILITY
Sustainable mobility measures capable of reducing the negative effects of passenger and freight transportation
FAS available amount € 130 million

OBJECTIVE 6
WELFARE AND STANDARDS OF LIVING
Upgrading the welfare system to improve living standards
ESF available amount € 96.8 million

OBJECTIVE 7
ENVIRONMENT AND NATURAL RESOURCES
Territorial quality and competitiveness can be achieved with the correct management of natural resources, safety and health of the territory, safeguarding biodiversity.
FAS available amount € 24 million
Environmental and cultural aspects of the territory are becoming increasingly important factors in quality of life and competitiveness. It is therefore necessary to create an attractive space in which to invest, work and live.

The Unitary Regional Policy contributes to the regional strategy in the following ways:
✓ upgrading and promoting environmental and cultural resources in support of social-economic development,
✓ upgrading and innovating services and activities to improve the accessibility of the environmental and cultural heritage.

Available amount € 69,6 million
The objective is to upgrade and promote the characteristics of each territory integrating them into a unitary development plan.

The focus will be on three main areas across the territory:

- the areas of the region with high degrees of specificity and potential for development,
- the Apennine system,
- the Eastern Plains system.

FAS and Regional Government own budget available amount € 80 million
Cities in Europe are considered one of the main driving forces of development and innovation as well as vital centres for economic and political policy.

The Region has identified three main aims for intervention in urban areas:

- promoting the capacity of cities to fulfill their function of driving growth,
- promoting social integration, environmental quality and the quality of life, also through the promotion of innovative approaches to the elderly,
- promoting urban networks at regional and supra-regional levels.

**FAS available amount € 73 million**
The Unitary Regional Policy has been implemented through Agreements at a provincial level. For each province a public financial commitment (over and above local funds) of between 120 million and 180 million over 7 years has been estimated. Interfacing with the territories has been achieved by means of:

1. **Meetings at the provincial level** in which the contents of the Unitary Regional Policy and the UPD, with relevant guidelines, the selection of the local investments and the selection criteria for priorities set by the regional administration with the possible backing of the Provincial administration have been outlined.

2. **Preliminary conference for the “Territorial Agreement”** where the Provincial administration, acting as agreement promoter, proposed the sharing of the programme document to local representatives (public and private such as trade unions and entrepreneurial associations) containing the overall development strategy for the provincial territorial system and detailing the priorities for intervention.

3. **Conference for the signing of the Territorial Policy Integration Agreement** in the presence of the Presidents of the Regional and Provincial administrations and the mayors of the municipalities taking part in the initiative (as well as Municipality Associations and Unions).
Implementation

The process has involved the active participation of local authorities and economic and social partners (more than 400 representatives throughout the region);
About 300 projects/investmentes will be financed, of which about 200 identified with the “programmazione negoziata” approach (negotiated planning).
This is possible by means of acting a form of “multilevel governace” in which the different admininistrative levels (and local authorities), play a role in the definition of local development strategies and in the selection of investments and specific projects.
Multilevel governance

- Emilia Romagna Region
  - 9 Provinces
    - 348 Municipalities (7 newcomers)
      - Private sector stakeholders
        - Promotes the territorial agreement, provides funds, provides strategic programming and planning
        - Coordinate local authorities and social representatives, support the definition of strategic objectives and priorities, support municipalities, sometimes provide additional financial support
        - Propose investments, agree on strategic objectives, provide local financial support
        - Agree on local strategies and priorities
Tourism an example of integrated planning

Province of Ferrara: city of art (Unesco site) and river Po Delta area (regional Park)

<table>
<thead>
<tr>
<th>Objective 7</th>
<th>Objective 8</th>
<th>Objective 9</th>
<th>Emilia Romagna Region own funds (LR 30/96)</th>
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</thead>
<tbody>
<tr>
<td>Support to investments targeted to improve water quality and biodiversity</td>
<td>Financial support to enhance tourism infrastructures (visit centers, museums, tourism mobility etc..)</td>
<td>Investments for local development (rural roads connection, network for bike roads etc..)</td>
<td>Investments for the upgrading of the city center</td>
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FAS Funds

ERDF Funds

FAS Funds
THANK YOU FOR YOUR ATTENTION

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www.fondieuropei2007-2013.it under the section “Politica Regionale Unitaria”.