

EU POLICY 2008

Services of European information and territorial activities

Concerning the activities of information and monitoring, one may notice that the front office is highly active and efficient: **EURODESK, EURES and information Front Office for companies**. They are operative for the whole working week.

The provincial administration has widely spread the knowledge and the functions of the above-mentioned services through various ways, by the participation in the guidance days at schools, by information spaces inside the “Europe Day” exhibition, through provincial reviews and its website.

The services offered have been greatly successful; the numerous contacts we have had by e-mail and phone have proved it and confirm the growth trend of the last year.

On 31st August 2007, they were about 250 the direct contacts and the ones registered in the front offices, of which 158 on occasion of the study and vocational guidance days organized by the Province in Ascoli Piceno on 13th and 14th March 2008.

There have been many phone calls also from users from other Italian Regions, particularly subsequent to the insertion of the recommendations of the opportunities which are going to expire on the “Europe Office” website.

The users may make use of an information service of the various opportunities via e-mail. These well-timed recommendations are carried out on average 5 times a month. The user target is mainly young people from 16 to 32 years old who would like to face an experience in European institution or, more generally, they want to study or work in some European country. However, also other organizations such as the office “Informagiovani” (the office in charge of informing young people), schools, Job Centres (CPIs), Local Training Centres, Municipalities, Local National Health (ASLs) use this service.

The “Europe Office” periodically updates the Services of the Body and the Municipalities as regards to the opportunities which may occur from time to time, as well as, the European matters.

The European Policy Department has prosecuted its collaboration with the **Eurodesk of the Federation of Italian Trade, Tourism and Services** of Florence for supplying European information, research of partners and project assistance supporting the already settled activity of the Europe Office.

This relationship foresees as a priority the management of the “Europe Office on-line” on the website <http://www.ueonline.it/networking/base.php?id=O&ente=ascoli>, which has, by now, a

new graphic image and gives more and more the possibility to the EU Policy Service to periodically update information. It is an useful tool to develop the Province activities, promotion and coordination for the local interlocutors (citizens, Municipalities, economic operators, associations), and render more widespread the access to the interactive services.

On Tuesday 13th May 2008, at the Grottammare Theatre of the Energies, the Ascoli Piceno Province organized, for the 8th time, the “Europe Day” intended for the knowledge of history and European Institutions. The exhibition was held through the involvement and collaboration of the schools in our Province which were appeared with chorus, musical pieces, ballets and show moments of different kinds, all inspired to the themes of peace, brotherhood and European citizenship.

State of the projects approved and financed by European Funds

ARTICLE NO. 6 FSE (European Social Funds)

EMPOWER

Over 2008, almost all the actions foreseen by the Empower project (article no. 6 of the FSE) have been achieved.

We have realized the second stage of study called “Local Plan for the promotion to women over 50 working in the public sector to remain in their work place and strengthen their skills of mentoring, coaching and team-leadership and those of ICT (Information and Communication Technologies). On the base of it, a training course addressed to the target of the female employees over 50 has been organized and carried out.

The training project of the total duration of 39 hours has involved 35 women; in particular, it has concerned the following subjects:

- 1) *“Benchmarking of the participating Local Authorities – structure and methodology – Experiences in comparison”;*
- 2) *“Public Administration, User, Operator of the Public Administration: a triangle to clear up. Responsibilities towards work and themselves” and “The qualities of the more experienced workers of the Public Administration: human experience, flexibility and historical memory to the service of the young colleagues. How to collaborate with the younger colleagues and the innovation on the work: base ideas and practical advises “How to communicate better with the younger colleagues. The communication responsibility”;*

- 3) *Guided visit to the Italian Parliament and meeting with the Undersecretary of the Ministry of the GENDER MAINSTREAMING Donatella Linguiti;*
- 4) *“Optimum use of Internet and the tools of the virtual communication”;*
- 5) *“Communication today (English terminology for communication).*

The Service has organized the project meeting held in Ascoli Piceno and has actively participated in the Thessaloniki and Malaga conferences.

The Project conclusion, previously foreseen for 30th June 2008, has been postponed to 30th September of this year. The final conference will be held in Athens on next 25th-26th September.

INTERREG III A

The planning activities, originated from the last Interreg III sitting such as **Oasis, Marinas, Neptune and Transismic**, will finish on 30th September 2008. The respective Lead Partners are organizing the final meetings where the results of the studies and foreseen activities will be disseminated. In addition, considering the next deadline, every partner will have to proceed to the final statements of the incurred expenses.

Apart from the quarterly statements already effected with good results, the Europe Office is completing the final one for all the above-quoted projects.

OASIS

The project foresaw the Ascoli Piceno Province, in collaboration with the scientific representative of the ISMAR-CNR Institute of Sea Sciences of Ancona, had the task to develop some activities such as:

- The realization of a publication about the environmental protection which identifies methods of structural use of the coastal environment, in particular the protection initiatives of sea areas in the Marche Region;
- The realization of a review about the rules of the fishing product from coastal zones conditioned by a strong population, where the historical situation of fish as a resource will be analysed.

We have realized two studies, **“The resource <Chamalea gallina> of the Adriatic Sea - Review about the rules of the fishing product from coastal zones conditioned by a strong population”** and **“Protection of the Adriatic coastal environment”**. The results of these two

studies will be published and presented on occasion of the final meeting which will be held in Giulianova from 18th to 20th September 2008.

MARINAS

The project foresaw the Ascoli Piceno Province was responsible of some activities:

- within the WP1 – Mapping of the services, marines, institutional operators and private subjects (professional associations, organizations, universities, research institutes, small and medium-sized companies etc.) involved in the tourist sector and local development – of the study for the promotion of the territories and typical quality products, and the creation or expansion of particular parts of niche tourism (taste routes, roads of the typicality, wine, etc.) analysing the connections with the nautical tourism and the integrated tourist offer coast-hinterland;
- within the WP2 – Group for the promotion of the integrated tourism of the Adriatic Sea and Development Plan of the Integrated Tourist Offer – of the location of integrated tourist routes coast-hinterland which will link with other ones in order to get recognizable territories and places at European level and to detect an Adriatic characterization, constituted by the development of the diversities.

These studies, entrusted to the Society Piceno Sviluppo Scarl (development of the Piceno territory), were later made public on occasion of the meeting the Ascoli Piceno Province organized on 19th March in San Benedetto del Tronto.

In addition, starting from the data base obtained by the studies, the Ascoli Piceno Province has thought it had to integrate the already carried out work with the implementation of promotional initiatives, such as to supply to nautical tourists some information to “load” on players available in the sector associations. This work will be completed within the end of the month of September 2008.

As for the WP3 – *Creation and/or extension and improvement of the services within the “virtual network of the ports and tourist regions of the Adriatic zone”* - the Ascoli Piceno Province is responsible of the whole stage even directly for the under-phases WP3.1 and WP3.3 together to the Ancona Province. The WP3 has the objective to strengthen the net of tourist ports through the modern ICT. In addition, it aims to establish an Adriatic agreement for the construction of a system of developed software support in open-source mode, distributable free (free software), oriented to the communication of information and supply of services to yachting tourists through a meta-portal.

Integrated routes will be published on-line and signalled through interactive thematic/geographical maps which are articulated on the base of the destinations chosen by tourists. In order to support the meta-portal of services put into action, the activity of software planning and development will be carried out through the constitution of a specific Group (G.P.S.S.). The services are gradually developed, proved and tested. The institutions will be the promoters of the protocol/picture agreement for the computer sharing, the communication and the interchange of digital tourist contents.

The activities foreseen in the WP3 have been entrusted, subject to public invitation, to the Marche Technological Scientific Park-Tecnomarche which, respecting the times, has carried out the above described actions for the implementation and update of the portal www.ADRIMARINAS.eu.

The final meeting, organized by the Lead Partner Ancona Province, is foreseen for 20th September 2008 where these results will be made public.

TRANSISMIC

In collaboration with the Town Planning Service, the Europe Office is completing the planning stages concurrent with the statement and administrative procedures.

NEPTUNE

In collaboration with the Culture Service, the Europe Office is completing the planning stages concurrent with the statement and administrative procedures.

Projects presented year 2008 divided into European financing programme

At the date of 30th August 2008, we have 14 projects presented over the year on financing different lines both as simple partner or sometimes as Planning Lead Partner:

Interreg IV C Programme

(The projects are still under assessment)

Project “Experiences, tools, methods and good practises to foster and include policy for renewable resources in the regional territorial management”. The project intends to essay new forms of territory management based on the good European practises in the reclamation of the town

centres by means of the sustainable use of resources and participation processes at decision-making level. *Lead Partner: Marche Region.*

E.I.N. Project (Eco Industrial Network)

The project concerns development of the local and regional business between the private sector, Government and educational institutions in order to use a new and existing energy, materials, water, human and infrastructural resources and services, by collaborating in the management of environmental issues. *Lead Partner: Municipal Administration of Aveiro (Portugal).*

MED Programme

(The projects are still under assessment)

Meddune

Protection and reclamation of habitats and coastal dunes. Studying, sharing, elaborating and applying common (legal, technical, social) strategies in order to protect, improve and recreate the coastal habitat of dunes threatened not only for his landscape value, but as coastal defence too for facing the effects of the climatic changes (e.g. increase of the sea level). *Lead Partner: Ascoli Piceno Province.*

Eco-Mounts

The mean scope of the "Eco-Mounts" Project is to develop, by means pilot experimentations, a common efficient eco-tourism planning at European level, for the development of environmentally sensitive mountainous areas into sustainable and financially self-sustaining ecotourism destinations. This objective will be pursued, at trans-national level, applying sustainable eco-tourism initiatives which reduce "conflicts". All this even through transfer of good practises, education, awareness, promotion at local and European level of "actor groups having mutual interests", sustainable development planning, pilot testing, evaluation and dissemination of results. *Lead Partner: Prefectural Authority of Trikala (Greece).*

Advanced Technologies For Sustainable "Green Tourism" (Ascoli Piceno Province €149.236,00)

The project objective is to create a transnational network with the other organizations which support regional tourism businesses and thematic tourism clusters, in order to facilitate technology

transfer as well as the dissemination of innovative practices and know-how within the participants. It will also assist on areas such as marketing, use of ICT and evolution of skills, in relation with the alternative forms of “Green Tourism” business. In order to maintain the leading position in tourism and effectively support regional tourism economy, the partnership will proceed to develop significant initiatives and focused specialised technology. *Lead Partner: Business Innovation Centre of Western Greece (BIC W. GREECE)*

Forest Fire

Fire prevention and management. Efficient relational databases will be linked to the digital expression of the geographical elements which will be stored in thematic maps. These information systems will be coupled with specialised pieces of software which will foresee the meteorological and wind conditions, map the forest fuel distribution, estimate the fire ignition probabilities and calculate the fire behaviour, for example. The management of the forest fires and prevention system aim to provide a preventive tool for use of public and private organisations responsible of the forest management for planning strategies, in order to prevent fires and distribute fire-fighting resources. *Lead Partner: Chalkidiki Prefecture (Greece).*

The Programme foresees two evaluation stages. In the first phase, happened on 16th and 17th July 2008, there was the selection of 108 projects out of 524 from all over the Europe. For the second stage, among them, the Meddune and Eco-Mount Projects have been selected.

Invest Central Asia Programme

(The project is still under assessment)

Kazakhstan Quality Enhancement (KQE)

Through the sharing of the development model of the textile and manufacturing industry of Fermo (Italy) with the Kazakh industries, the project objective is therefore to create business opportunities and an occasion of economic growth for our companies in a market of great potential. *Lead Partner: COSIF*

The Programme foresees two evaluation stages. The project has been selected for the second phase.

Urbact II Programme

(The project is still under assessment)

Managing Change-impact of demographic ageing for cities (Ascoli Piceno Province €20.100,00)

The demographic change effects in the urban areas. *Lead Partner: Roma Province.*

The Programme foresees two evaluation stages. The project has been selected for the second phase.

SEE Programme

(The projects are still under assessment)

The new roles of reservoirs regarding climate change

The main objective of this project is to value again the replenishment rule of reservoirs considering the global overheating and climate changes. This can be obtained by preparing a new methodological approach, by having as a goal to track the appropriate areas in order to put water in the reservoirs as a reserve. Another objective is to consider again the possibility to use these water reserves for complex aims to advantage of man. *Lead Partner: South-Transdanubian Environment Protection and Water Management Directorate (DDKOVIZIG), Department of River Basin Management and Monitoring, Hungary.*

EUROPEAN WINE ROUTES

The project objective is to build a common European identity of wine producers, a common promotional planning at international level, the tourism promotion, the economy and agriculture of the disadvantaged countries of the South-West Europe. *Lead Partner: Ascoli Piceno Province.*

C.H.A.L.L.E.N.G.E. Cultural Heritage and Active Landscape, Leading Efforts for a Natural Growth in Economy

The project aims to promote landscape as a founding cultural value of territories, intended as a visible aspect of a natural ecological, urban, artistic and economic system. In this logics, the identity and meaning transmitted by landscape represent a form of untouchable capital which, like the other ones traditionally intended in a physical sense, can be reproduced and contributes to give

value and richness to a territory. This objective of general character can be translated in a series of specific goals articulated as follows:

- To elaborate shared models for the evaluation of the landscape patrimony which, starting from the approach proposed by the OEDC (2001), are capable to quantify the value on four specific assets: physical-naturalistic structure, soil use, cultural elements and anthropic aspects.
- To develop the landscape identity of the different involved contexts, through the application of tools of diachronic, demo-anthropic, economic, environmental, artistic and cultural reading.
- To give visibility to the identity of the landscape patrimony through the organization of initiatives capable: to generate acknowledgement processes on behalf of the territorial community, to transmit and promote the territory by increasing the attractive and putting into action new routes/flows of cultural tourism.
- To develop innovative expertises and skills capable to assure the adoption of a managerial perspective in the landscape resource management, by preferring integrated and multiple approaches.
- To elaborate, in the same time, new and more original development models which stress the territorial capital of the landscape, harmonizing the planning within more qualified integrated plans for the competitiveness of territories. *Lead Partner: Ascoli Piceno Province.*

I-RESCUE Intelligent Regional Effective Civil protection System for optimum management of Communities' major cultural & commercial events Under Emergencies

I-RESCUE aims to face the civil protection theme: an effective management of the cultural and commercial events of a Community. They can be: feasts, celebrations, religious events, etc. Therefore, we face even the theme of the emergency management of natural disasters both in the urban and rural zones. *Lead Partner: Thessaly University.*

Eu.Net.Green. Pan European Transport Green Corridors Networks

The project wants to face the issues linked to the waste disposal in the territorial realities in the South West Europe area interested in the realization of roads or routes which represent important link streets among the different States, especially the V Corridor and, possibly, the VIII one.

In particular, the planning proposal wants to contribute and face in time the issues linked to the correct treatment and disposal of the waste which will be produced, by studying in detail the

phenomena with all its implications and providing the necessary tools for an appropriate approach to the subjects who will have the competence of this. *Lead Partner: Ascoli Piceno Province.*

INTERREG III B ARCHIMED 2000-2006

(The project is still under assessment)

PROUHD Protect our unique cultural heritage monuments from natural risks and disasters

The PROUHD project concentrates on many field aspects which aim to supply concrete methodologies, practical measures, knowledge and skill exchanges, pilot applications and tests at European level, by supporting the efforts in order to elaborate in Europe a common strategy for the protection of cultural patrimony monuments from natural disasters.

Training

Previously, the EU Policy Service started up a series of seminars, composed by three/four training days a year, directed to administrators, officers of the Province and territorial Municipalities, as we are convinced the local bodies take more and more the “drive” rule in the development of own territory. For this, it is necessary to define the innovative policy strategies based on the knowledge of the European references and laws and the relative intervention opportunities (funds, programmes and advertisements) of the 2007/2013 planning in the areas which concern the local social-economic fields.

This year, apart from a statement course directed to the officers of the different Body Services which will be held within the end of 2008, the normal planning of the information days has been totally absorbed by the meetings with the Municipalities for the projects to present on the POR (Regional Operative Programme) FESR (European Fund of Regional development) 2007/2013, but even on other financing lines such as PSR (Rural Development Plan) and FAS (Underused Areas Fund). On these occasions, the administrators had to compare themselves with the procedures of the European Advertisements, financing rules, priorities of the EU policy.

Marche Region POR FESR 2007/2013

2008 has been a year dense of commitments concerning the management of the important planning stage of the Marche Region POR FESR. The publication of the advertisements, initially foreseen by the Region within the early six months of this year, is postponed and currently the informal information says to us that these ones will be published within 30th September 2008.

So as recognized within the Regional Strategic Document, the Province has functioned as a co-ordination and territorial arrangement addressed to an optimum use of the resources assigned, in particular those concerning the Axe V of the FESR which detects in the local bodies the beneficiaries of the possible financing interventions.

The arrangement procedures for our territory are particularly complex as they are placed in the underway process of the province division. In fact, just for these reasons, we have arranged with the Region a division of the resources between the Ascoli and Fermo territories, based on objective rules. Each territory will arrange for the assigned resources, giving rise to the formation of two different lists.

Through the procedures of the Provincial conference of the Autonomies, the Province has shared, with all the territory, a series of strategic addresses and guidelines for the definition of the participation process – planning of the EU Funds Axe 5, FESR 2007/2013. These guidelines have been elaborated by the contribute of a research group of the Camerino University co-ordinated by Professor Massimo Sargolini and have given rise to a document called “REFLEXES IN THE WATERS: PICENO ROUTES, RESOURCES AND LANDSCAPES”.

On the base of the above mentioned guidelines, the territory has formulated a series of proposals through the integrated planning system. All this has originated eight planning groups, two network projects and two other ones concerning the restructuring of the unused industrial areas of the Porto Sant’Elpidio EX FIM and Ascoli Piceno SGL CARBON.

In order to arrive to the final synthesis which will be presented to the financings, we are holding a still underway series of meetings with all the Province Municipalities.

Starting up of international links

It means: to realize PROJECTS and promote INITIATIVES with the aim of cultivating the international relationship in order to establish mutual collaboration agreements advantageous for the provincial territory as concerns the commercial, cultural and social exchanges and, generally, the knowledge and good practises, in particular with the Adriatic cross-border countries.

Even this year, we have renewed our support to the **Tecla Association** which is an association of Local Bodies and other institutions with public purposes, with the objective to answer to the growing need of advice and assistance about the European initiatives, given the multiple opportunities the EU programmes offer in favour of territories, small and medium-sized companies and social-economic operators.

Tecla can be described as an agency for the territorial innovation engineering and international co-operation. Today, through consolidated projects of co-operation and partnership agreements, it manages a substantial network, constituted by Public Bodies and local institutions, which involves mainly the EU Countries and the Mediterranean South.

Originated by the participation in the planning tables, the **MEDDUNE** Project (above mentioned) has been currently selected for the second evaluation stage; the Ascoli Piceno Province is its Lead Partner. Apart from European partners - Greek and Spanish -, even the Rome and Venice Provinces participate in this project.

The Ascoli Piceno Province is part of the **Adriatic Ionic Arch Association** which is composed by 13 Provinces of the Southern-Central Adriatic. By respecting values, objectives and fundamental rights promoted and protected by the European Union, through the simultaneous action of its members, it aims to define and carry out an integrated planning and development strategy of the interested territories. It involves a plurality of economic, social and cultural actors, even in order to promote the cohesion and struggle to the fragmentation in the integration context of the Mediterranean Europe. The Association surely constitutes an appropriate local partnership to the proposition of interventions and proposals concerning the Balkans area, in order to develop a stronger international partnership particularly important so as the presented projects are successful. As everybody knows, it has originated the **OASIS** project (above mentioned), currently in the conclusion stage with important results.

INTERNATIONALIZATION

According to the European, national and regional tips, even on the base of the requirements stressed in the debates held within the Provincial Co-ordination Table for the Economic Planning, this Province has thought it had to give a concrete contribute to the internationalization theme. In fact, the year 2008 has been the second one of full implementation of the Agreement Protocol between the Provincial Administration and Piceno Promozione, the Special Company of the

Commerce Chamber of Ascoli Piceno, concerning the internationalization of the small and medium-sized companies of the Piceno territory.

The origin of this agreement has been the necessity to avoid dispersion and duplications of interventions and resources, improving the horizontal co-ordination among territory subjects and initiatives/activities put into action by them, with the mutual engagement to realize a shared planning and not overlapped even through the comparison with the tips from the professional associations.

With the help of the technical group instituted at the purpose (in addition, from the beginning of 2008 up to today, we have held two meetings of the Technical Internationalization Table on 21st April and 16th July), the provincial co-ordination table for the economic planning, even if conditioned by defined deadlines, has deepened a more general reflection about the subject.

In a context addressed to the economic system qualification, innovation and diversification, even through the promotion and internationalization of the productive activities, it is necessary to aim to a model which transmits the territory idea by a co-ordinated series of interventions which space in a large range: from food to wine, art, culture, landscape.

This year, in collaboration with Piceno Promozione, the co-ordinated interventions of territorial marketing of the Ascoli Piceno province are concentrated on countries such as the United Kingdom, Switzerland and France.

With the Agriculture Service intervention, we have participated in the wine and food fair “The sweet life” in London; 7 companies and 4 farm-holidays of our territory have joined to the initiative and have been very successful.

Next month, in November, the Province, with the Culture Service, will be in Paris for the anniversary dedicated to Licini.

Concerning the delegations received in our territory, at the end of May the Province had the visit of Mrs. Valerie Novak, Vice-President of the Commerce Chamber of Reston. She stopped in our territory and met the representatives of the local companies in order to do a cognitive mission in preparation of another numerous delegation foreseen for October, led by the President of the Commerce Chamber and composed by different actors and entrepreneurs from Reston.

On the contrary, between the end of June and the beginning of July there was the ROC – New York delegation; their visit was functional to the continuation of the project having the same name. The delegation was composed by six operators of the American restoration engaged in a series of stages in some farm holidays companies of the provincial territory.

Ascoli Piceno, 11th September 2008

Manager
EU Policy and
Internationalization Service
Mr. Giampaolo Emidio Paoletti