



**ADRION ADRIATIC-IONIAN**

European Regional Development Fund - Instrument for Pre-Accession II Fund

**CREATURES**



# O.T.2.2 LOCAL ACTION PLAN (LAP) Metropolitan City of Bologna

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## Contents

<b>0. Introduction .....</b>	<b>3</b>
<b>1. Vision .....</b>	<b>3</b>
<b>2. SMART objectives .....</b>	<b>5</b>
<b>3. Basic data about your Area of Intervention .....</b>	<b>6</b>
<b>4. List of Actions .....</b>	<b>9</b>
<b>5. Monitoring the implementation of Actions .....</b>	<b>13</b>
<b>6. Risk Management of your Action .....</b>	<b>14</b>





## Introduction

Within CREATURES WP T2, each partner will set up a Local Action Plan (LAP), inspired by the transnational exchange-learning activities carried out, and aimed to transfer at local level the lesson learnt.

The overall goal is preserving-valORIZING PPs' cultural heritage by promoting more 'user-friendly' tourist environments, attractive for Y generations, innovative in the activities, alternative in the spaces, sustainable in the approach, respecting features and priorities of PPs' specific needs

Also, the LAP will develop good-quality strategies and explore new spaces for alternative tourist offers, e.g. urban spaces to be regenerated and transformed in 'creative districts' (alternative to the classical Old Towns), where tourists will feel dynamic protagonists of their tourist experience, interacting with local cultural context & material/immaterial heritage.

MCBO followed the instructions and template provided by the Urban Planning Institute of the Republic of Slovenia – UIRS, coordinator of Creature project task. The data was collected through desk analysis and collaboration between MCBO and LSG's members, particularly the Bologna's Tourist Destination.

## 1. Vision

Table 1: your Vision Statement

1. Vision	
You vision statement	<i>New creative pathways for (young) tourists</i>



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## 2. SMART Objectives

Based on the State of the Art Analysis and SWOT analysis conducted within the first work package of the Project, WP T1, the consultation process with local stakeholders, and the Sectoral Analysis, three main objectives to be implemented through the LAP are proposed:

- Objective 1: Enhance the value and the cultural heritage of new localities addressed by the Pilot Action launching 2 new sustainable itineraries within the 2021.
- Objective 2: Improve the tourist offer of the metropolitan territory by boosting experiential and sustainable products in marginal area in the next three years.
- Objective 3: Increase the number of (young) tourists experiencing the CREATURES routes and more in general Bologna Metropole's sustainable tourism products and services, through the cooperation with CCIS sector and the use of digital tools, in the next three years.

Tourist flows has significantly influenced the Bologna's metropolitan economy in recent years (apart from downturn in 2020 due to Covid pandemic): the contributors to the birth of new activities and job opportunities. On the other hand, tourism could generate also negative impacts if left to grow without a guiding strategy. There is need to move toward a more sustainable flows.

The Covid-19 crisis highlighted the need to rethink tourism products and offers, towards a more sustainable approach: the overall goal is then to intercept the new opportunities of eco-tourism, looking also at proximity tourism and young people, favoring the strengthening of the capacities of communities in the valorisation of natural and cultural heritage, launching new routes out of the crowd.

The new Tourism 5.0 means to offer unique experiences, through the rediscovery of nature, food at KM 0, craftsmanship, community knowledge. A tourism possible only through the cooperation of all the actors of the territory.

The spread of new digital tools could contribute in intercepting new targets and tourists.

The cultural and creatives industries in this context could play a key role, providing innovative and creative solutions, and catching new business opportunities.





Table 2: SMART Objectives table

<b>2. SMART Objectives</b>							
	Initial objective	Is it specific?	Is it measurable?	Is it Achievable?	Is it relevant?	Is it Timely?	Updated objective
Objective no.1	Enhance the value and the cultural heritage of new localities addressed by the Pilot Action launching 2 new sustainable itineraries	Yes	Yes	Yes	Yes	NO	Enhance the value and the cultural heritage of new localities addressed by the Pilot Action launching 2 new sustainable itineraries within the 2021
Objective no.2	Improve the tourist offer of the territory	No	Yes	Yes	Yes	No	Improve the tourist offer of the metropolitan territory by boosting experiential and sustainable products in marginal area in the next three years
Objective no.3	Increase the number of young tourists using the routes through the cooperation with CCI sector	No	Yes	Yes	Yes	No	Increase the number of (young) tourists experiencing the CREATURES routes and more in general Bologna Metropole's sustainable tourism products and services, through the cooperation with CCIS sector and the use of digital tools, in the next three years

Formulating the objectives, a period of 3 years was set, the timeframe taken into consideration in the Metropolitan Touristic Promotion Strategic lines.  
 On the other in the definition of the detailed actions and in particular in setting the milestones, it was decided to focus attention on the Creatures implementation timeline.





### 3. Basic data about area of intervention

Table 3: Basic data about your Area of Intervention

<b>3. Basic data about your Area of Intervention</b>	
Name of your Area of intervention	Metropolitan City of Bologna
Country	Italy
Total area in km <sup>2</sup>	3.702,25 km <sup>2</sup>
Total inhabitants	1.019.539 (31.12.2020)
Regional (municipal) GDP per capita in EUR.	38.918 €
Unemployment rate	4,4%
Population growth rate	+ 0,3 % (31.12.2019)
Net migration rate	+ 3.091 units (31.12.2019)



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The Metropolitan City of Bologna is a territorial body of wide area whose territory coincides with that of the pre-existing province, involving 55 municipalities. It is a wide and complex geographical area where the main regional and national infrastructures are crossing. The industrial development of northern Italy allowed Bologna to become one of the most important manufacturing cities of the area, for machinery and metal products, chemistry and pharmaceutical. Thanks to this result, the city and its surroundings became an important business centre, with an impressive trade fair sector, which has always been attractive for business travellers.

On the other hand, the city of Bologna attracts a wide range of tourists for its cultural and artistic heritage and for its gastronomic products, allowing the city to be labelled as tourist destination so in the last few years the metropolitan area has increased its potentiality as a leisure destination, thanks to its hospitality and attractiveness. In particular, the valorisation of the historical attractions, the increasing flows of tourists heading to cities and towns and also the enhancement of experiences related to food and wine, have played an important role in improving the capabilities of the city in this sector.

The whole area of the Metropolitan City of Bologna, from the plane to the Appennines, has a rich cultural and natural heritage: there are two sites selected by UNESCO (the Chiesa di Casalecchio di Reno, the oldest hydraulic work in Europe and the Abbey of Santa Cecilia della Croara in San Lazzaro di Savena). Moreover it has been awarded as UNESCO Cities of Music since 2006.

The territory is rich in natural parks and suggestive trails as “Via degli Dei”, “Via Mater Dei”, “Via della Lana e della Seta”, cycle routes (such as EuroVelo 7) and thematic itineraries, which allow the visitor to stay in contact with the nature, the landscape, the historical heritage, and its creativity. All these sites are located throughout the Appennines, the flat lands and the Imolese area.

Each year MCBO develops a strategic plan for the local tourism promotion that aims to redistribute the flows of tourists not only in the capital but also across the entire metropolitan area, in order to enhance Bologna and its surroundings as a unique tourist destination, avoiding dichotomous positions, namely dividing “tourism” from the “rest of the city”. With this regard, the operational quality of the welcome and the offer are key elements, meaning that the tourist destination needs to organize services according to the targeted





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tourist. Moreover, the overall positive metropolitan dynamic is divided into levels of entrepreneurial vivacity that are rather differentiated between the different sub-area.

The routes object of this Pilot Actions are located in a specific area of the MCOB and they will be part of "Piccola Cassia" itinerary. The new routes will increase the touristic value of the itinerary itself and that of localities crossed by the routes that would be otherwise excluded.

Tourism Route 1: Piccola Cassia – route link Bologna-Bazzano starts in Bologna, Piazza Maggiore, and arrives in Montevoglio and Bazzano.

Tourism Route 2: Bombiana – Porretta Terme connects the ancient path of the "Piccola Cassia" to the main town of the upper Reno valley, "Porretta Terme", in the Tuscan-Emilian Apennines.

More information on the routes context and planning opportunities are available in the Deliverable T.2.3.2 Sectorial Analysis and the draft Deliverable T2.4.2 Pilot Action.

The new routes are thought as to address a specific target of tourist, namely youngsters, through the involvement of specific actors and services linked to the CCIs.

CCI businesses along with suppliers and product/service users are contributing to the local competitiveness supporting the development or directly being part of the regional ecosystem based on innovation and co-design, drawing together the path towards a more sustainable, fast-growing innovative and, today, resilient region (one successful example of CCIs tourism product is the "Crinali Festival" experience).







Figure 1: Bologna Metropolitan Map with indication of the 2 new CreaTours routes

Source: Google Maps





## 4. List of Actions

Table 4: List of Actions

Short name of the action	Detailed description of the action	Objectives that are tackled with this Action	Who is responsible for the implementation of this action	Estimation of the needed funds for the implementation	Source of potential funds	Time needed for the implementation	Planned start date of the action	Planned time to implement the action	Relevant stakeholders and their roles for the implementation
Action no.1	<p>Piccola Cassia is an itinerary already used in Roman times to reach the central part of the Po Valley from Pistoia towards Modena and Bologna, it became a Lombardic road in the Early Middle Ages and can be covered by bike in 2 or more days. The idea is to improve the existing route, also adding a new connection to Bologna downtown.</p> <p>The new link route starts in Bologna, Piazza Maggiore, and arrives in Monteveglio and Bazzano.</p> <p>The route connects the Capital of Emilia Cassia" path, starting from</p>	1,2,3	MCBO: Tourism Destination Service, Research and innovation Service	Human resources  expertise  signage costs	- Planning and organization: MCBO's funds  - Tourism package design: project's funds  - Local authorities funds	July 2021- July 2022	01/07 /21	1 year	- "Club Alpino Italiano - CAI Bologna" (Bologna section of the Italian Alpine Club); - "Trekking Italia sezione Emilia Romagna" (Emilia-Romagna Region section of the Association for Social Advancement "Trekking Italia"); - "Percorsi di Pace" (Non-profit organisation - Community organisation); - Touring Club Italia sezione Bologna (Bologna section of the "Touring Club Italia" Association); - "Consorzio della Chiesa di Casalecchio e del Canale di Reno" (Lock of Casalecchio and Reno Canal Consortium); - "Passo Barbasso" Association;





	<p>the monumental and tourist heart of Bologna and continuing along the Reno Canal and the "Chiusa di Casalecchio", a UNESCO Messenger of a culture of peace for young people, to enter the production area of "Colli Bolognesi" Consortium DOC and DOCG wines.</p>							<ul style="list-style-type: none"> <li>- GAL Appennino Bolognese (Local Action Group BolognAppennino - LAG);</li> <li>- Ente Parchi dell'Emilia Orientale (Managing Body for Parks and Biodiversity - Eastern Emilia);</li> <li>- local municipalities.</li> </ul>
<p>Action no.2</p>	<p>Creation of a new Tourism route "Bombiana - Porretta Terme"</p>	<p>The route starts from "Bombiana Silla" and "Porretta". The route connects the ancient path of the "Piccola Cassia" to the main town of the upper Reno valley, "Porretta Terme", in the Tuscan chestnut groves and crossing the mountain production area of "Parmigiano DOP".</p>	<p>1,2,3</p>	<p>MCBO: Tourism Destination Service, Research and innovation Service</p>	<p>Human resources expertise signage costs</p>	<p>July 2021- July 2022</p>	<p>01/07 /21</p>	<ul style="list-style-type: none"> <li>- "Club Alpino Italiano - CAI Bologna" (Bologna section of the Italian Alpine Club);</li> <li>- "Trekking Italia sezione Emilia Romagna" (Emilia-Romagna Region section of the Association for Social Advancement "Trekking Italia");</li> <li>- "Percorsi di Pace" (Non-profit organisation - Community organisation),</li> <li>- Touring Club Italia sezione Bologna (Bologna section of the "Touring Club Italia" Association);</li> <li>- "Montagna incantata" Association,</li> <li>- "La Nottola" Association;</li> <li>- "Cooperativa Madreselva" Cooperative Society;</li> <li>- GAL Appennino Bolognese (Local Action Group BolognAppennino - LAG);</li> <li>- Ente Parchi dell'Emilia Orientale</li> </ul>





<p>Action no.3</p>	<p>Boosting sustainable and experiential tourism</p>	<p>Raising awareness activities on the opportunities linked with "immersion travel" by actively and meaningfully engaging with its culture, CCIs, people, and environment.</p>	<p>1,2,3</p>	<p>MCBO: Tourism Destination Service, Research and innovation Service</p>	<p>Human resources</p>	<p>MCBO's funds and CREATURE S fund in the first phase</p>	<p>July 2021 - July 2023</p>	<p>01/07 /21</p>	<p>3 years</p>	<p>(Managing Body for Parks and Biodiversity - Eastern Emilia),                  - local municipalities.                   - Local municipalities,                  - local tourism operators,                  - CCIs,                  - aspiring entrepreneurs                  - CREATURE's local support group</p>
<p>Action no.4</p>	<p>Improving skills and knowledge within the CCIs, and tourism operators</p>	<p>To exploit experiential and sustainable tourism opportunities, there is need to improve skills and capacities of entrepreneurs, in particular among CCIs and tourism operators. For this scope MCBO, within the CREATURES project, will set-up an Acceleration programme for CCIs and experiential tourism. Synergies will also be checked and developed in the context of other projects.</p>	<p>1,2,3</p>	<p>MCBO: Tourism Destination Service, Research and innovation Service                   Business Project Office</p>	<p>Human resources                   Training expertise</p>	<p>CREATURES Budget                   Other resources to be checked</p>	<p>September 2021 - December 2021</p>	<p>01/09 /21</p>	<p>4 months</p>	<p>- local tourism operators,                  - CCIs,                  - aspiring entrepreneurs                  - CREATURE' local support group</p>





	<p><i>Developing new IT solutions for tourists</i></p>	<p>Promotion of CREATURES app and installation of multimedia products in core stations of the new Routes</p>	<p>1,2,3</p>	<p>MCBO: Tourism Destination Service, Research and innovation Service</p>	<p>Human resources Expertise Costs of equipments</p>	<p>CREATURES Budget in the first phase</p>	<p>August 2021 - August 2022</p>	<p>01/08 /2021</p>	<p>12 months</p>	<p>- local tourism operators, - CCIs, - Cultural organizations - CREATURE' local support group</p>
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## 5. Monitoring and Implementation of Action

Table 5: Monitoring the implementation of Action

5. Monitoring the implementation of Action							
Action	Short name of the action	Milestone 1 (date)	Indicators to track milestone 1 (for example action that have to be finished by this milestone)	Milestone 2 (date)	Indicators to track milestone 2 (for example number of tourists that have to test your new route by Milestone 2)	Milestone 3 (date)	Indicators to track milestone 3 (for example amount of money tourists spend on average for a certain service)
Action no.1	Tourism route 1: Bologna-Bazzano	30/07/21	Set up of communication plan	30/11/21	Stakeholders engagement	31/12/21	Map/Guide and online contents released
Action no.2	Tourism route 2: Bombiana – Porretta Terme	30/07/21	Set up of communication plan	30/11/21	Stakeholders engagement	31/12/21	Map/Guide and online contents released
Action no.3	Raising awareness	31/12/21	Dissemination of good practices, and promotion of opportunities	30/04/22	Promotion of informal or public event, and dissemination of information	31/08/22	Promotion of informal or public events, and dissemination of information
Action no.4	Improving skills and knowledges	30/09/21	Detailed programme defined	31/10/21	Number of people who showed interest	31/12/21	Number of trained App users
Action no.5	IT solutions	31/12/21	Contents uploaded	31/01/22	Launch event Contacts reached	31/08/22	Multimedia products users
							Indicators to track milestone 3 (for example amount of money tourists spend on average for a certain service)
							Increase of tourist flow
							Increase of tourist flow
							n.a.
							n.a.





## 6. Risk Management and Actions

Table 6: Risk Management of your Actions

Risk no.	Name of the potential risk	Description of the potential risk	Probability of this risk (from 1 – low to 3 high)	Impact on the Action (from 1 – low to 3 high)	Mitigation plan. what do you plan to do, to avoid this risk to happen	Who is responsible for the Mitigation activities	Contingency plan. What do you plan to do if the risk happens to lower the damage	Who is responsible for the contingency activities
Risk no. 1.1	Covid-19 Pandemia	The extension or outbreak of a new wave of pandemic covid could halt or slow implementation of activities on identified actions.	2	2	The risk is due to force majeure	n.a	MCBO will carry out the activities that are possible in smart working modality and will apply all safety regulations. Some of the work will have to be done in the field (on the routes themselves) and therefore in the open air, allowing the realization of the activities.	MCBO
Risk no. 1.2	Delays linked to project implementation	There may be delays by other partners in implementing project activities. Some activities must be concluded and are preparatory to the actual implementation of the action plan, causing a subsequent delay in the implementation of the activities in question and in the indicator reporting	2	2	MCBO constantly monitors the progress of the project activities and the activities of the partners in order to be able to intervene promptly and support the partners in the efficient implementation of the project activities.	MCBO	MCBO, as Lead Partner of the project will support partners that may have difficulties with the implementation of activities, in order to catch-up the delay. In the event that the partners in question do not cooperate in the efficient implementation of activities, the latter will be reported to the managing authority. Excessive delays will result in a relative decrease of the budget and MCBO will evaluate together with the partnership further actions, up to a possible exclusion from the project.	MCBO and partners





<p>Risk no. 1.3</p>	<p>Difficulties in stakeholders engagement</p>	<p>There might be difficulties linked to the involvement of stakeholders in the realization of activities</p>	<p>1</p>	<p>3</p>	<p>MCBO has set up a local stakeholders group and will contact them in order to assess their actual involvement in the realization of the Actions. Stakeholders involvement will be formalized by identifying specific activities and roles where each stakeholders will be involved</p>	<p>MCBO will present stakeholders all the benefits of their involvement in the Actions; MCBO will hold consultations with less involved stakeholders to understand the reasons for low interest and possibly readjust what can be redefined or clarify any doubts that have arisen In case the stakeholders involvement is still low, MCBO will set a minimum number to reach in order to allow the implementation of activities coherently with the project's objectives.</p>	<p>MCBO and stakeholders</p>
<p>Risk no. 1.4</p>	<p>Economic difficulties</p>	<p>Although an estimate of overall expenses has already been estimated, some costs could be higher than budgeted</p>	<p>1</p>	<p>2</p>	<p>MCBO has already made an estimate of the costs to be incurred for the implementation of the actions, asking for the relevant estimates and calculating the workforce that will be engaged within MCBO itself.</p>	<p>In case some costs are higher than expected or some unforeseen additional costs are need, MCBO will bear the aforementioned costs.</p>	<p>MCBO</p>
<p>Risk no. 1.5</p>	<p>Problems linked to</p>	<p>Since the planned actions take place in a mountainous</p>	<p>2</p>	<p>3</p>	<p>MCBO will seek to implement</p>	<p>In case network coverage will be needed and will face problems with network coverage,</p>	<p>MCBO</p>





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	<i>the mountain area contingently</i>	<i>area where it is also planned the implementation of technological solutions (WPT3), there could be problems related to mobile network coverage.</i>			<i>technological solutions in a manner that does not require constant mobile network coverage</i>		<i>MCBO will introduce and provide alternative solutions to be used in offline mode when network problems occur</i>	
<b>Risk no.</b> 1.6	<i>Political direction</i>	<i>During the period of activities implementation there will be the municipal elections, that will result in a change of the mayor and can lead to a change of the local political direction, more reticent to the realization of project activities</i>	2	2	<i>This risk cannot be prevented</i>	n.d.	<i>As planned activities are already funded and budgeted, MCBO will work to ensure that all activities are sustainable over time regardless of political changes.</i>	MCBO

Metropolitan Deputy Mayor  
 Marco Papieri



Bologna, 27/04/2022



