



DELIBERAZIONE DELLA GIUNTA COMUNALE

Adunanza del giorno 24.6.2015

N. 209

Oggetto: Progetto :W.O.W. per Call UE PROGRAM "COSME" COS-TOUR-2015-3-04 Supporting Competitive and Sustainable Growth in the Tourism Sector- THEME 2 - Diversifying the EU tourism offer and products - Promoting transnational thematic tourism products. Co-progettazione e partnersearch con Mind Srl, Terni. Approvazione Progetto e partecipazione alla Call

La presente deliberazione è posta in pubblicazione all'Albo Pretorio: per 15 gg. consecutivi a decorrere dal **- 3 LUG. 2015**

TERNI **- 3 LUG. 2015**

IL SEGRETARIO GENERALE

Per copia conforme all'originale, per uso amm.vo

TERNI

IL SEGRETARIO GENERALE

Atto dichiarato immediatamente eseguibile ai sensi dell'art. 134 - IV° comma del D.Lgs. n. 267/2000.

IL PRESIDENTE
Sen. Leopoldo Di Girolamo

Per l'esecuzione o per conoscenza alle Direzioni:

- Sviluppo Economico
- Uff. Turismo
- ASS. TEDESCHI

L'anno duemilaquindici il giorno ventiquattro del mese di giugno alle ore 9,30 in una Sala della Civica Residenza, sotto la presidenza del Sindaco Sen. Leopoldo Di Girolamo si è riunita la Giunta Comunale, alla quale risultano presenti i seguenti **Assessori**:

	Pres	Ass.		Pres	Ass.
MALAFOGLIA Francesca	P		FALCHETTI BALLERANI Cristhia	P	
RICCARDI Carla	P		TEDESCHI Daniela	P	
ARMILLEI Giorgio		A	BUCARI Stefano	P	
ANDREANI Francesco		A	GIACCHETTI Emilio	P	
PIACENTI D'UBALDI Vittorio	P				

Assiste il Vice Segretario Generale del Comune Dott. Francesco Saverio Vista.

Il Presidente, constatata la legalità dell'adunanza, dichiara aperta la seduta.

LA GIUNTA COMUNALE

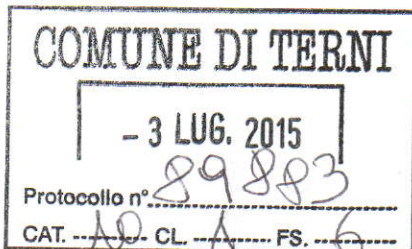
Premesso che:

- con DGC n. 161 del 07.05.2014 recante "Piano Integrato d'Area - Percorsi di integrazione e valorizzazione: Progetto" European Outdoor Experience Network, Acronimo E.O.N.E." l'AC ha ritenuto di partecipare al Bando comunitario "Erasmus+ Programame EACEA - Action: Sport e Collaborative Partnership;
- che il progetto E.O.N.E. è stato ammesso al finanziamento comunitario ed ha avuto inizio con il kick off meeting di Malaga dal 9-12 di Giugno ed in corso di esecuzione;
- in data 4 marzo 2015 sul sito web dell'EASME (Executive Agency for Small and Medium-Sized Enterprises) è stata pubblicata una nuova Call, citata in oggetto, per la diversificazione e l'offerta di prodotti transnazionali europei in un'ottica di turismo sostenibile;
- la scadenza per la presentazione delle proposte, prevista dal bando è il giorno 30 giugno 2015;
- su ipotesi progettuale della Mind s.r.l di Terni nelle riunioni preliminari e preparatorie si è proceduto ad elaborare una scheda progettuale preliminare congiunta con una ricerca partner per la partecipazione congiunta al Bando Comunitario meglio qui appresso esplicitato:PROGRAM "COSME"COS-TOUR-2015-3-04 Supporting Competitive and Sustainable Growth in the Tourism Sector-THEME 2 - Diversifying the EU tourism offer and products - Promoting transnational thematic tourism products - Focusing on sport and/or wellness activity tourism in synergy with natural areas /heritage
- l'Amministrazione Comunale di Terni, intende far propria detta ipotesi progettuale, in quanto integrativa e complementare con E.O.N.E. e, cogliere concio, una nuova opportunità di sviluppo

Letto, approvato e sottoscritto

IL V. SEGRETARIO GENERALE

IL PRESIDENTE



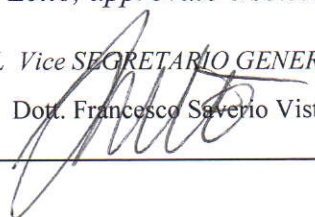
- nell'ambito dei programmi comunitari di valorizzazione turistica del proprio territorio;
- alcune delle aree di intervento ricadono anche nell'ambito dell'EDEN Network, del Sistema Fluviale Nera Velino e Lacustre Piediluco Ventina, Ripasottile e Lungo, che è stato premiato con l'edizione EDEN 2010, Runner Up, Aquatic Tourism;
 - il progetto da presentare è intitolato: WATER SPORT & OUTDOOR ACTIVITIES WAYS, Acronym: W.O.W. per la creazione di un prodotto turistico transnazionale e sostenibile legato agli sport acquatici in ambienti rurali e montani, nonché al conseguente benessere derivato dalle attività open-air di cui allegata scheda progettuale che unita al presente atto ne costituisce parte integrante e sostanziale e a cui per sostanza si rinvia; **(All.A)**
 - è un progetto che ben si integra nell'ambito delle iniziative e progetti adottati in precedenza dall'AC, ampliando gli orizzonti di intervento;
 - il progetto definitivo dovrà necessariamente includere minimo 5 organizzazioni di almeno 5 paesi UE tra Enti Pubblici a livello locale e regionale, associazioni sportive a livello locale, regionale o nazionale, organizzazioni di volontariato che operano nel settore sportivo, organizzazioni no profit e non governative, in parte già individuate come da scheda progetto allegato;
 - il progetto ha un valore economico stimato pari ad **Euro 313.744,00** di cui **Euro 233.740,00** quale finanziamento comunitario e **Euro 80.004,00 (25,5%)** quale quota di cofinanziamento dei partners, e non comporta impegni di natura economico finanziaria per l'amministrazione, se non per l'imputazione di costi del personale dedicato stimati in **Euro 13.072,00** (25,5% quota comune di Terni), in fase di rendicontazione quale cofinanziamento e gestione, come da criteri di riparto del budget meglio esplicitato nel scheda progettuale allegata a cui per sostanza di rinvia;
 - qualora il progetto fosse approvato dalla Commissione Europea, ai sensi del paragrafo del bando (call) è prevista una anticipazione del 70% della quota comunitaria quale avvio lavori, entro 30 giorni dalla stipula del protocollo di intesa con i partners;
 - pertanto, la somma di **Euro 313.744,00** sarà iscritta al Bilancio dell'Ente, subordinatamente all'effettivo ottenimento dei benefici comunitari;
 - Visti gli artt. 48, 49, e 134, comma 4, D.lgs. n. 267/2000 e s.m.i.;
 - Dato atto che ai sensi e per gli effetti dell'art. 3 D.L. n. 174 convertito in Legge n. 213 del 07 dicembre 2012, l'atto al momento non comporta impegni di spesa né ha effetti diretti e indiretti sulla situazione economica finanziaria dell'Ente;
 - Visto che è necessario per la motivazione appena espresso acquisire il parere di regolarità contabile espresso dal Responsabile del Servizio Finanziario, dando atto che l'iscrizione in Bilancio di competenza, avverrà dopo l'effettivo ottenimento delle somme dal parte della Commissione UE;
 - Visto il parere di regolarità contabile espresso dal Dirigente della Direzione Attività Finanziare Dott.ssa E. Contessa, ai sensi e agli effetti dell'art. 49, comma 1, del D.Lgs.18.08.2000 n.267, in data 23.6.2015 "favorevole per presa d'atto";
 - Visto il parere di regolarità tecnica, espresso dal Dirigente dell'Area Sviluppo Economico e Aziende, Dott. Luciano Sdogati, ai sensi e agli effetti dell'art. 49, comma 1, del D.Lgs. 18.08.2000, n. 267 s.m.i., in data 23.6.2015;
 - Visto il Decreto-legge 10 ottobre 2012, n. 174
 - Visto l'art.134, comma 4, del D.Lgs.18.08.2000 n. 267;
 - Visto il D. Lgs. del 14 marzo 2013, n. 33 inerente agli obblighi di pubblicità e trasparenza;

con voti unanimi

Letto, approvato e sottoscritto

IL Vice SEGRETARIO GENERALE

Dott. Francesco Saverio Vista



IL PRESIDENTE

Sen. Leopoldo Di Girolamo



DELIBERA

- di voler partecipare alla call comunitaria, per le motivazioni esplicitate in narrativa, denominata PROGRAM "COSME" COS-TOUR-2015-3-04- Supporting Competitive and Sustainable Growth in the Tourism Sector-THEME 2 - Diversifying the EU tourism offer and products - Promoting transnational thematic tourism products - Focusing on sport and/or wellness activity tourism in synergy with natural areas /heritage
- di approvare il progetto preliminare: WATER SPORT & OUTDOOR ACTIVITIES WAYS, Acronym: W.O.W. Creazione di un prodotto turistico transnazionale e sostenibile legato agli sport acquatici in ambienti rurali e montani, nonché al conseguente benessere derivato dalle attività open-air di cui allegata scheda progettuale che unita al presente atto ne costituisce parte integrante e sostanziale e a cui per sostanza si rinvia; **(All.A)**
- di dare mandato alla Direzione Sviluppo Economico, UP Gestione Servizi Turistici, per il coordinamento complessivo del progetto nonché la cura e la gestione delle varie fasi amministrative propedeutiche e successive alla fase di presentazione dell'istanza di candidatura, di concerto con l'U.F.E. Arch. Paola Amato, al fine di garantire la migliore riuscita dello stesso e per l'istituzione del gruppo di lavoro per la cura della gestione delle varie fasi progettuali che, via via, si dovessero rendere necessarie;
- di dare atto, che la somma stimata di **Euro 313.744,00** sarà iscritta al Bilancio dell'Ente dell'anno di riferimento, subordinatamente all'effettivo ottenimento dei benefici comunitari;
- di procedere alla stipula dei protocolli di collaborazione con i soggetti interessati solo dopo l'approvazione del progetto da parte della Commissione UE;
- Con separata votazione di dichiarare il presente atto immediatamente eseguibile ai sensi dell'art.134, comma 4, del T. U. E. L. D. Lgs. 267 del 18.8.2000.

Letto, approvato e sottoscritto

IL Vice SEGRETARIO GENERALE

Dott. Francesco Saverio Vista

IL PRESIDENTE

Sen. Leopoldo Di Girolamo



CITY COUNCIL OF TERNI
Terni, Umbria, Italy

DRAFT PROJECT



PROGRAM

**PROGRAM "COSME"
COS-TOUR-2015-3-04**

**Supporting Competitive and Sustainable Growth in the Tourism Sector-
THEME 2 - Diversifying the EU tourism offer and products – Promoting transnational thematic tourism
products - Focusing on sport and/or wellness activity tourism in synergy with natural areas /heritage**

DEADLINE for submission of proposals: 30th JUNE 2015 – 5 p.m. (Bruxelles time)

PROJECT TITLE

TITLE: WATER SPORT & OUTDOOR ACTIVITIES WAYS

Acronym: W.O.W.

**Creation of a sustainable and transnational tourism product linked to water-based sports in rural and
mountain areas and to resulting well-being derived from open-air activities.**

PARTNERSHIP

Applicants and all consortium members must correspond to the definition of the following target organisations active in the field of tourism or any other field that is strictly related to the objectives of the proposal.

Note: Minimum n° 5 partners representing at least 4 different countries

The consortium must gather at least:

- Two SMEs – Small and Medium-sized enterprises - acting in the tourism sector;
- One national or regional or local public governmental authority;
- One association, federation or organisation (active in fields of "sports" and/or "wellness" or "natural or cultural" or "industrial heritage").

Eligible partners:

- Public governmental authorities and their networks or associations at European, international, national, regional and local level or organisations acting on behalf of a public governmental authority;
- Training or educational institutions including universities, research centres;
- Chambers of commerce and industry, chambers of handicrafts or similar bodies and their umbrella Associations;
- Destination management organisations and their networks/associations;

- Travel Agents and Tour Operators and their umbrella associations;
- Not-for profit/Non-governmental organisations, civil society organisations, foundations, think-tanks, umbrella associations, networks or federations of public or private bodies, whose core activity falls under the following fields: tourism, regional development or any other field that is strictly related to the object of the proposal (e.g. disability organisations and charities, senior or youth organisations, sports or culture related organisations);
- International, European and national organisations/associations active in the field of tourism and related fields;
- Federations and associations operating in partnership across the borders of a number of countries with a proven cross-border outreach;
- Small and Medium-sized enterprises (SMEs) acting in the tourism sector;
- National, regional, local tourism organisations.

DURATION OF THE PROJECT

18 months – Since February 2016 to July 2017

ESTEEMED BUDGET*

Total value of the project (eligible costs): **€ 313.744,00.**

EU GRANT (75% of total Eligible Budget): € 233.740,00

CO-FUNDING RATE from each partner (25% of total Eligible Budget): € 80.004,00

DESCRIPTION OF THE IDEA OF THE PROJECT

The project forecasts the creation of a transnational and sustainable tourist product (sustainable means respectful of environmental, economic and socio-cultural principles) that will generate an income and that will put in contact European citizens with an alternative form of tourism. The product will be a realistic tourist product that inside put in contact many European natural sites that have in common water-based sports.

W.O.W. is a tourist product in rural and mountain areas characterized by rivers and lakes that will allow activities and outdoor activities trails with a direct contact with water (e.g. rafting, canyoning, hydrospeed, fluvial trekking, rivers fording by feet or by horses, fishing, trekking along banks, thematic guided tours, etc.).

Between the objectives of the project, surely, the will to enhance and to improve the tourist sector as a primary source of subsistence for the economies of all Europe mainly in those areas far from most famous tourist sites but equally worthy to be discovered and lived.

W.O.W. will be a realistic and virtual itinerary. Realistic because it will involve concretely European partners in the research and identification of natural sites directly related with the theme of the project. Also, it is a real product because it really will generate a tourist flow all over Europe in localities not too known. The tourist product is:

- Travel packages with overnights and outdoor and aquatic activities;
- Clear mapping of the itinerary.

The itinerary will be virtual because it will use ICT - Information and Communications Technologies, a QR code and technologically advanced systems will be created.

During the months of the project in all partner countries promotional events will be organized to promote the W.O.W. product, to spread the aims of the Call for proposal and of the project and to make known stages of the itinerary. In each locality involved, indeed, partners will organize small events, free exhibitions of outdoor activities and info-days during spread information about project in general, about the product and about what open-air activities, related to the theme of the project, are available.

Between most relevant aspects of the project, certainly, awareness campaigns for all European citizens about the importance of outdoor activities, their positive contribution on psychophysical wellness (concepts of Quality Life and Well-Being), respect of natural environment. To spread all these concepts in all partner countries partners will organize seminars and conferences on these themes and providing informative materials about the project and the call for proposal.

W.O.W. will be a product with a durable impact for all European economies and it will generate a transnational and sustainable tourism (from a natural, economic and socio-cultural point of view). It will be a continuous network between partners' economies.

W.O.W. is a project about sustainable tourism because it will satisfy needs and requests of nowadays tourists respecting cultural identity, economic processes underway, biological differences, ways of life of each areas. The concept of sustainable tourism will be pursued also making a product in harmony with

the natural and socio-cultural environment to create an economic income respectful of environment and local traditions and customs.

The sustainability of the product will be clear from the points of view:

- **Economic.** The product will generate an income for the Small and Medium Enterprises linked with rural tourism and for the economies of the areas involved. The product will increase the economies of localities of the Network. It will increase jobs and will generate an economical income in the sector of Sport Tourism. The economical sustainability will be ensured also by a customized product that will satisfy different needs of customers.
- **Environmental.** The aim not will be a mass-product with high quantitative impact on natural environment but something respectful of natural environment, of its health and for the health of European people. Before the realization of the product, very important will be the analysis of impact of the product on the natural environment in medium and long distance overview.
- **Socio-cultural.** The product will contribute to well-being of people thanks to people staying in healthy rural localities, enjoying all their products. The product can be bought and used by different kind of customers, by disadvantaged people, too. Partners will have to spread among people a "responsible use of natural resources". Partners, also, will have to find the right form of sustainable commercialization of the product in the Tourism Industry.

The tourist product of this project wants to diversify the tourist offer between all target groups and to increase tourist flows during low seasons in partner countries, above all in areas far from mass tourism.

W.O.W. wants to be also the continuation of the project "European - Outdoor Network Experiences" (E-ONE), a European project for the Erasmus+ Programme (sport Action), awarded in 2014 and now in course. It focuses on outdoor sports and open-air activities very important to share and promote principles of Eu-Physical-Activity-Guidelines-2008. If E-ONE wants to promote the importance of outdoor and open-air activities for the health of European Citizens (above all for young people), Applicant of E-ONE project is always the Municipality of Terni and it, with W.O.W. wants to continue the idea of E-ONE, focusing this time on the future sale of the tourist product created. The 2 networks created with E-ONE and W.O.W., can ensure the future follow-up of the projects and they can be combined in a unique big network that works to promote and sale touristic sustainable sport activities.

OBJECTIVES

Strategic objectives:

- Making a tourist product with lasting and sustainable impact, aimed to improve local economies and to respect natural and socio-cultural environments;
- Create a specific tourist product, a physical and virtual itinerary, aimed to diversification of tourist offer;
- Support and strengthen the SMEs partners in the project or closely related to it making them protagonists;
- Create, support and strengthen collaboration between private companies and Public Bodies like a winning strategy in the promotion of tourism in an area;
- Create a network between European local realities heterogeneous but united by practice of water-based sports and make this a transnational tourist product;
- Raise awareness European people, in particular youth, on the importance of respect of natural environment and stimulate European population at the practice of outdoor activities as a leading cause of physical and mental well-being.

TARGET

The target that will be involved: youth, students, families, athletes, trainers, sports associations, operators in the field of sport, wellness and natural environment, people with disabilities.

STRUCTURE OF THE PROJECT – ACTIVITIES (WP)

Work Program 1: Coordination and management of the project.

- 1.1 Kick-off meeting;
- 1.2. Mid conference;
- 1.3 Monitoring activities;
- 1.4 Intermediate and final report of activities;
- 1.5 Final meeting;
- 1.6. Signature of the Programme Agreement for the follow-up of the project;
- 1.7. Meeting “follow-up”.

COORDINATOR OF THE WP: Municipality of Terni.

WP2: Creation and start-up of European network.

- 2.1. Realisation and implementation of the official web site and of the online platform. They will be multi-language and with interactive structure with the scope to support the creation of a “virtual” Network. Furthermore, the website will be the first tool of future customers of the product;
- 2.2. Implementation of mobile Technology (QR Code) connected to Map of the sites;
- 2.3. Collaboration of all partners in the creation of the tourist product with sharing of competences, ideas, experiences;
- 2.4. Identification of European Natural Sites relating to the features of the project.

COORDINATOR OF THE WP: Municipality of Terni.

PARTNERS INVOLVED: All partners (actions 2.2. and 2.3.)

WP3: Researches and surveys about present situation and new possibilities.

- 3.1 Survey carried out by the partners involved in the project (during WP2). Each partner will also choose and deliver more detailed information on 1-2 water-based tourism site(s) or activities to the lead partner;
- 3.2 SWOT Analysis realized by KAMK University;
- 3.3 Cartographic study and creation of the map, study and analysis based on the surveys (3.1.) involving researcher and professionals both from public and private sector;
- 3.4 Identification of the critical issues and best practises in the practice of activities examined;
- 3.5 Publication, reporting and dissemination of the results. Besides the report, this activity includes publishing of the results in tourism and related seminar(s) and magazine(s).

COORDINATOR OF THE WP: University.

PARTNERS INVOLVED: All partners (only to supply info about own territory to the Coordinator of the WP).

WP4: Creation of specific transnational tourist products.

- 4.1. Sharing between all partners the different possibilities available in each partner country that can be inserted inside the product;
- 4.2. Creation of a specific tourist travel package, detailed, adapt for every need, completed with description of every activity included and combined with the Map of the product. The product have to be differentiated for different features of customers (ages, spending power, duration, difficulty of activities included);
- 4.3. Involvement of tourist operators from each partner country;
- 4.4. Draft of an official list of water-sports and outdoor-activities available in each locality of partners and that could be consulted in the official web site. The list have to be indicated also on the Map;
- 4.5. Creation of a strong, efficient and concrete relationship between public bodies and private enterprises or associations to satisfy, in the better way, tourist needs and to exhibit a quality product.

COORDINATOR OF THE WP: Terni Municipality.

PARTNERS INVOLVED: All partners (Public Bodies and Chamber of Commerce will be strategic in the identification of stakeholders).

WP5: Promotion of the product/itinerary and communication and dissemination related to the Project (cross action).

5.1. Promotion and continuous informative activity with means of printed material (brochures, posters, fliers, etc.), social medias, web 2.0 instruments, radios or local televisions, newsletters from each partner to own contacts;

5.2. Constant and continuous update of the official web site by every partner and links to this web site in every web site of the partners;

5.3. Realisation of videos, photos and other multimedia material every time there are promotional activities of the project;

5.4. Realisation of an agenda of appointments in every localities, organisation of Info-Days and promotional events;

5.5. Organisation of seminars and conferences to spread principles like quality life, respect of natural environment, psychophysical well-being thanks to direct contact with nature;

5.6. Staging of Info-Points inside the seats of the partners to give more visibility to the project and to inform citizens in every moment;

5.7. Involvement of customers during Info-Days and promotional event to understand what are their wills and what they want when they buy a travel package;

5.8. Organization of workshops in each partner countries during which public bodies and private companies have to discuss about new possibility of work and new job positions in own area.

PARTNERS INVOLVED: All partners

BUDGETING* (Stima)

DISTRIBUTION OF FINANTIAL RESOURCES

Total value of the Project = € 313.744,00

Total partnership co-funding = € 80.004,00 (= 25,5%)

EU Grant = € 233.740,00

EU Grant for Terni Municipality = € 38.190,00

Co-funding 25% =€ 13.072,00

TOT funding for Terni = € 51.262,00

Allocation of resources

Personnel costs	30.008,00 (of whose 13.072,00 partner's co- funding)
Travel and Subsistence	2.200,00
Subcontracting (e.g communication, dissemination, events, website, etc.)	13.100,00
Other costs	2.600,00
Indirect costs (7%)	3.354,00

TOT = 51.262,00

NOTE: The Planning above may be subject to slight variations during the implementation of the project.

PARTNER SEARCH

Participant No	Participant Organisation Name	Country
1/ Coordinator	Municipality of Terni: situated in the Umbrian Region	Italy
a) 2 SMEs – Small and Medium Size Enterprises - acting in the tourism sector <i>Please indicate the field of tourism in which the SMEs are acting.</i>	<p>2/ Dreavel by let's travel: travel agency and tour operator skilled in incoming tourism and in outdoor sports/activities.</p> <p>3/ 5 Senses: SME operating in the fields of tourism, hospitality, culture and heritage especially in the Mediterranean and neighbouring countries.</p> <p>4/ Rivas Tour: Destination Management Company, which operates the whole national territory, especially in leisure and business incoming tourism.</p> <p>5/ ProAktiv Sport: SME operating in the field of sports, in the organisation of sporting events and leisure time activities.</p>	<p>Italy</p> <p>Malta</p> <p>Bulgaria</p> <p>Slovenia</p>
b) a public national or regional or local governmental authority OR a network/association of regional or local governmental authorities	<p>6/ Eurocity Chaves/Verin: it is a cross-border conurbation, an European Grouping for Territorial Cooperation (EGTC)</p> <p>7/ City of Dubrovnik development agency – DURA: professional and non-profit organization created to support common economic, social and cultural development of the city in reference to tourism, SME's and civil society</p> <p>8/ ALIS: Social Cooperative that work with the objective to increase job opportunities.</p> <p>9/ Camara de Comercio de Malaga: Public chamber of commerce that works with many companies with the aim to stimulate entrepreneurship.</p>	<p>Spain</p> <p>Croatia</p> <p>Italy</p> <p>Spain</p>

<p>c) association/federation/organization active in field of sport</p>	<p>10/ Fédération Française de Voile: recognised by the International Sailing Federation as the governing body for the sport of sailing in France.</p>	<p>France</p>
<p>d) other consortium members</p>	<p>11/ Kajaani University of Applied Sciences – KAMK: proactive, genuinely international university of applied sciences with a strong regional and national profile.</p>	<p>Finland</p>