

Project fiche

TITLE OF THE PROJECT	NATURE FIRST
Funding programme	Interreg Italy-Austria
Summary of the project (max 500 characters)	Two important Natural Reserves are present in the area where the partners are located: Isonzo mouth in Italy and Ossiach lake in Austria. The project Nature First will contribute in enhancing awareness in Citizens, tourists, nature lovers, students about the preciousness of these areas and about their fundamental role as a natural and economic resource. In particular, the project will focus on innovative ways to involve in specific activities carried out in these areas, citizens, students and tourists.
Partners	<p>Municipality of Staranzano and Riserva Naturale Regionale Foce dell'Isonzo (acting as single partner)</p> <p>BirdLife Carinthia</p> <p>Land Carinthia Department 7 Economy, tourism and mobility</p> <p>Land Carinthia Department 8 Environment, energy and nature protection</p>
Challenges (max 500 characters)	The project will face the key action to evidence the importance of Natural Reserves as an environmental and economic resource and to raise awareness on the many ways it is possible to live them and enjoy them with no harm for animals and the environment. Finally, it will promote innovative and sustainable approaches towards proximity tourism, sports and leisure activities.
Objectives	<p>General objective:</p> <ol style="list-style-type: none"> 1) Support the preservation and valorisation of natural areas and shifting towards a green and circular economy in tourism <p>Specific objectives:</p> <ol style="list-style-type: none"> 1) Contribute to the creation of new forms of tourism such as birdwatching and natural photography; 2) Improve the visitor guidance and information using new techniques
Contribution to programme's objectives	The project is in line with the priority axis II of the Interreg V A Italy – Austria Programme, Natural and Cultural Heritage, insisting on the specific objective 2.1 natural and cultural heritage preservation.
European dimension of the project / European added value (max 500 characters)	The issue of encouraging proximity tourism, even in natural and preserved sites, is a focus of many European Countries given the present global situation and it is the starting point of the idea which lies behind the project Nature First: preserving natural areas means also having

	<i>more people each year that become aware of their importance and that can then spread such awareness all over Europe.</i>
Contribution to other policies	<i>The project is in line with the objective 1 of the Alpine Macro regional Strategy EUSALP and in particular with the first priority of the current French Presidency, that is developing year-round sustainable tourism.</i>
Synergy and complementarity	<i>The project is built upon the experience made by the partners of the current initiatives: IM.PR.ECO (Adrion), ADRIAWET 2000 (Italy-Slovenia), Grevislin Italy-Slovenia) Adriawet (ITA-Slo), and derives from the scope of Natural reserve and other potential partners that invite citizens to connect with nature through a large range of activities in collaboration with and in the respect of local communities.</i>
Description of the project and organisation in WPs	<p><i>The project will be structured in 5 WPs:</i></p> <p><i>WP1 – Management</i></p> <p><i>WP2 – Communication</i></p> <p><i>WP3 – Mapping the status quo and the potentials of the protected areas</i></p> <p><i>WP4 – Develop new forms of visitor guidance and information</i></p> <p><i>WP5 – Develop new touristic offers in collaboration with the local and regional entrepreneurs (gastronomy, farmers, guides) and public organisations (municipalities)</i></p>
Output and result indicators	<p>Outputs</p> <ul style="list-style-type: none"> • <i>Species and habitats checklist</i> • <i>Individuation of target/flag species</i> • <i>Mapping the status of observatory observatories and hides in the protected areas</i> • <i>Touristic facilities checklist and digital map</i> • <i>Existing cycle paths digital map</i> • <i>Creation of new tools (digital app, virtual tours etc.) for educational and tourist purposes</i> <p>Results</p> <ul style="list-style-type: none"> • <i>3 different target groups identified for targeted actions (birdwatchers, photographers, generic tourists, schools, etc.)</i> • <i>Realization of real and virtual naturalistic tourist routes along the slow mobility routes in the 2 areas of the project, Isonzo and Ossiach protected areas</i> • <i>Improvement of existing infrastructures, with a 20% of increase in visitors' satisfaction</i> • <i>Improvement of existing app FVG and connection with other apps available in the 2 involved areas</i> • <i>Set up of a cross-border network of companies and farms adjacent to protected areas to provide a common tourist offer</i>

<p>Durability / sustainability (max 500 characters)</p>	<p><i>The results and outputs of the project are defined in order to ensure their usability and reproducibility in other areas of the EU. Moreover, the tools for visitor guidance and education will represent a reference point for other stakeholders who want to develop similar strategies. Finally, the transferability of the results will be ensured by dissemination of the methodology applied.</i></p>
<p>Innovative character (max 500 characters)</p>	<p><i>Nature First is an innovative project because it will take into account the need of natural reserves to maintain their beautiful natural environment and wildlife and at the same time exploit it with new dedicated touristic offers and services, including some educational tools for birdwatching passionate people, students and schools.</i></p>
<p>Target groups</p>	<p><i>Citizens of the areas involved; Local and foreign tourists interested in birdwatching; Tourism operators of the areas involved; Service providers such as restaurant and local hotel owners, naturalistic guides; Sports trainers and guides; Birdwatching associations; Schools & students; Cultural organisations;</i></p>
<p>Budget (max 500 characters)</p>	<p><i>The project will last 24 months The budget will consist of about 1.000.000 €</i></p>