

Project fiche

TITLE OF THE PROJECT	RIVER MOVE
Funding programme	<i>Interreg Italy-Austria</i>
Summary of the project (max 500 characters)	<i>RIVER MOVE will create the conditions to exploit in a sustainable and innovative way the naturalistic and historical sites located along the relevant rivers: the main focus is on creating and supporting integrated networks at local and EU level among service providers operators and on the definition and testing of a specific quality management system Rivers will be jointly promoted as a mean to connect the past with the future within a beautiful natural environment that can offer many attractions for local visitors and tourists all-year-round.</i>
Partners	<i>Municipality of Silea Parco Naturale Regionale del Fiume Sile (to be confirmed) Municipality of S.Pietro al Natisone University of Udine, Department of Agricultural, Food, Environmental and Animal Science GAL Torre Natisone (to be confirmed) Land of Carinthia, Department 7, Economy, tourism and mobility Outdoorpark Oberdrautal</i>
Challenges (max 500 characters)	<i>The project will face the importance of rivers, as an environmental and economic resource. In particular, it will focus on the raise of awareness on the relevance of these areas for entrepreneurs, citizens and tourists. Finally, it will promote innovative and sustainable approaches towards proximity tourism, sports and leisure activities.</i>
Objectives	<i>General objective:</i> <ol style="list-style-type: none"> 1) <i>Support the development of the area involved via the implementation of sustainable & ecological tourist and leisure activities</i> <i>Specific objectives:</i> <ol style="list-style-type: none"> 1) <i>To create a quality management system for tourist services enhances the connection with beauty, culture and natural elements such as air, water and earth tangible for guests in an authentic way</i> 2) <i>To raise the awareness for the value of rivers as a mean to connect the past with the future in a continuum that in the Italian and Austrian areas involved can be shaped around European values: history, preservation of natural & cultural</i>

	<p>heritage, promotion of sports as a mean for well-being and happiness, healthy food with clear territorial connections;</p> <p>3) To improve, to implement and to promote a network of naturalistic bike and hiking routes equipped with a wide range of services for tourist and local visitors;</p>
Contribution to programme's objectives	<p>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.</p>
European dimension of the project / European added value (max 500 characters)	<p>The European added value derives from the joint elaboration of a shared methodological approach dedicated to tourism service operators and a pilot action implementing the tools needed to provide a quality label to services in the three areas involved, with a potential for a wider spreading in Europe. In addition, the issue of encouraging proximity tourism, especially in natural and historical sites, is a focus of many European Countries given the present global situation.</p>
Contribution to other policies	<p>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.</p>
Synergy and complementarity	<p>The project is built upon the experience made by the partners of the current initiatives: EMOTION Way (IT-AT 2014-2020), WALK of PEACE (IT-SLO) and ALPE ADRIA TRAIL (IT-AT 2007-2013) that are applying different strategies to strengthen and promote the added value of naturalistic and historical sites and to make it available to tourists in a sustainable way. The complementarity relies on the actions dedicated to the training and empowering of service providers operators, which will be supported in designing new and creative services useful to attract foreign and local visitors and to overcome the challenges of the present time.</p>
Description of the project and organisation in WPs	<p>RIVER MOVE will create the conditions to exploit in a sustainable and innovative way the naturalistic and historical sites located along the relevant rivers: the main focus is on creating and supporting integrated networks at local and EU level among service providers operators and on the definition and testing of a "RIVER MOVE" quality label.</p> <p>The project will be structured in 6 WPs:</p> <p>WP1 – Management</p> <p>WP2 – Communication</p> <p>WP3 – Mapping the actual potential of the rivers</p> <p>WP4 – Training and empowering service providers operators</p> <p>WP5 – Pilot action to test "RIVER MOVE" quality management system</p> <p>WP6 – Pilot action to develop new touristic offers along the service chain including guiding and story-telling in an authentic and "edutainment way"</p>
Output and result indicators	<p>Outputs:</p> <ul style="list-style-type: none"> - 1 hiking and/or biking routes created in each of the areas involved ready to be labelled and made public

	<ul style="list-style-type: none"> - 1 mapping digital and paper report of the available services in each of the areas involved - 3 trainings/study tours held for tourism operators of the areas involved - 1 new touristic offer (f.e. hotel, cycling tour with a guide, visit of a museum) created in each of the areas <p>Results:</p> <ul style="list-style-type: none"> - 30 tourism operators successfully involved in the trainings/study visits - 1 common card or similar tool labelled as "RIVER MOVE" distributed - 25 % of service providers of the areas involved qualifiable as "RIVER MOVE" for the quality of the products and services and for the contribution to the preservation of the environment - Support of year-round tourism - Increase by 10% of local visitors
<p>Durability / sustainability (max 500 characters)</p>	<p>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 results of the pilot action on the quality management system 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.</p>
<p>Innovative character (max 500 characters)</p>	<p>River MOVE is an innovative project because it will take into account various needs from different territories with similar background and create dedicated responses, including the definition and implementation of new solutions for promoting proximity tourism.</p>
<p>Target groups</p>	<p>Citizens of the areas involved; Local and foreign tourists interested in hiking and bike excursions; Tourism operators of the areas involved; Service providers such as restaurant and local hotel owners, bike rentals, naturalistic guides, bike repairers; Sports trainers and guides; Sportswear producers; Schools & students; Cultural organisations;</p>
<p>Budget (max 500 characters)</p>	<p>The project will last 24 months The budget will consist of about 1.000.000 €</p>