






Project fiche

TITLE OF THE PROJECT	Title and acronym 2WB - Water Without Borders
Funding programme	Indicate the selected funding programme and scheme Interreg Italia - Austria or LIFE, sub programme Environmental Governance and Information package
Summary of the project	Short overview of the project (max 500 characters) Having in mind water treasures available in the Alps-Adriatic area (springs, glaciers, lakes, rivers and the Adriatic Sea itself), Water Without Borders project will contribute in enhancing awareness in citizens about the preciousness of water and about its fundamental role as a natural and economic resource. Such priceless good will represent the fil rouge of the whole initiative, being supported by skilled experts (i.e. "Water Ambassadors") who will inform and train about the importance of water, by considering it not only as a cultural and historical issue but also an economic resource, behind its natural essence.
Partners	Potential partners or typology of partners and explain why the selected partners are the best suited to participate in this project and the rationale behind the choice of countries involved in the project <ul style="list-style-type: none"> • Land Carinthia (AT) • Municipality of Valsugana e Tesino (IT) • Municipality of Pieve di Soligo (IT) • Carinthian association of Holiday on farms (AT) Environmental associations could be interesting partners to be included, as well as destination management organizations.
Challenges	Challenges to be tackled by the project (max 500 characters) The project will face the importance of water, as an environmental and economic resource. In particular, it will promote a behavioural change in both citizens and tourists, who have to understand the preciousness of such resource and the need to prevent wasting it. Behavioural change will be also addressed to enterprises which are managing this resource in order to promote innovative and more sustainable management approaches.
Objectives	General and specific objectives of the project The general objective of 2WB is to develop transnational strategies allowing to increase the awareness of the importance of water as a natural and economic resource. The core of the project is to promote the fundamental role that water has always played in economic and cultural activities, in order to prevent its waste, through the figure of skilled experts.

	<p>The creation of “Water Ambassadors” and their training, is then representing one of the main objectives of the initiative. They will be in charge of creating specific educational paths to promote the importance of a sustainable and smart management of water resource.</p> <p>Based on what has just been said, specific objectives could be:</p> <ol style="list-style-type: none"> 1) To establish Water as an innovative “engine” of regional development 2) To raise the awareness for the value of water 3) To improve, to implement and to promote a network of tourist routes dedicated to water with a wide range of services for tourist and local visitors; 4) To implement a training path of “Alps-Adriatic Water Ambassadors”
<p>Contribution to programme’s objectives</p>	<p>Describe the project contribution to the achievement of the programme’s objectives</p> <p>The project will contribute to the achievement of the III Priority Axis – Institutions – of the Interreg Italia - Austria Programme.</p> <p>In particular, the project will strengthen the institutional collaboration at cross-border level, promoting shared activities and measures in order to increase the awareness of the importance of water, thus developing strategies for the sustainable management of such resource.</p> <p>At the same time, by looking at LIFE Programme, it is evident how the project could contribute to the achievement of the sub-programme Environmental Governance and Information (Environment). In particular, the project will stimulate a better environmental governance, promoting shared activities and measures in order to increase the awareness of the importance of water.</p>
<p>European dimension of the project / European added value</p>	<p>Explain why is transnational / cross-border cooperation needed and why only a transnational project can face the identified needs (max 500 characters)</p> <p>As the title of the project itself is underlining (i.e. Water Without Borders) water is a fundamental resource which definitively do not consider political or geographical borders. In this purpose, the project has a cross-border aim as far as the general idea is to systematize different needs from different territories with similar background, using previous initiatives and building new ones to be applied in a “non-discriminatory” way to the different areas along the borders.</p> <p>Therefore, the transnational approach is part of the project itself, because it will encourage the adoption of shared and effective solutions which should be similarly applied to different territories.</p>
<p>Contribution to other policies</p>	<p>Project contribution and complementarity to European, national and regional policies / programmes / initiatives / strategies (max 500 characters)</p> <p>Water Without Borders will contribute through its activities to the strategy of the Alpine macro-region (EUSALP), in general terms to the transversal topic of “governance”, since it will promote transnational collaboration between different municipalities on the themes of</p>

	<p>sustainable use of water and awareness about its importance. At the same time, also Pillar 3 “Environment and Energy” will be addressed considering the activities proposed for the project.</p> <p>In addition, the project is in line with the European Water Framework Directive 2000/60/CE, thus contributing increasing the awareness about preserving its role.</p>
<p>Synergy and complementarity</p> 	<p>Does the project capitalise the results of past projects or is complementary to other ongoing (preferably European) projects? (max 500 characters)</p> <p>The project works in synergy and complementarity with other EU projects, co-financed by the various EU Programs:</p> <ul style="list-style-type: none"> • “Carinthia: Kingdom of water” including Water Ambassador-Training carried out in Carinthia region • GoW - Realizzazione di Strumenti di Governance della Risorsa Idrica e di Tutela dell’ecosistema Marino Costiero (Programme Greece – Italy). The transnational collaboration between this two States could represent a best practise as a model of management and governance of water • R.A.C.E.S. - Raising Awareness on Climate change and Energy Savings for teachers, families and stakeholders (Programme LIFE): the awareness-raising campaign could be an excellent know-how in order to target different stakeholders involved.
<p>Description of the project and organisation in WPs</p> 	<p>Description of the project and organisation of the activities in work packages (max 2000 characters)</p> <p>WPM will define, rule and monitor the overall project through day by day management activities. Moreover, it will allow to coordinate the activities of different PPs involved in the project.</p> <p>WPC will contribute in disseminating project achievements by involving specific target groups.</p> <p>WPT.1 should explore the actual situation through a dedicated analysis with the aim of mapping the whole connections between different stakeholders exploiting water (e.g. families, schools, companies and municipalities). In this way it will be possible to create a Master Plan with the different kind of involvements, thus significantly affecting stakeholder choices about the management of water (e.g. focusing on water waste).</p> <p>WPT.2 will be dedicated to define and train Water Ambassadors, who are then called to define and create specific paths for enhancing the awareness of the importance of water on the basis of the mapping of main interests and topics (also) emerged so far in WPT.1.</p> <p>WPT.3 is going to highlight the different priorities and interests of the territories involved through the definition and realization of specific pilot activities. This WP will represent the core initiative of the project, since it involves different stakeholder through activities related to the outcomes of WPT.1. As an example, pilots would frame:</p> <ul style="list-style-type: none"> - slow tourism (e.g. excursions, orienteering); - dedicated training paths (e.g. for educational purposes)

	<ul style="list-style-type: none"> - promoting initiatives (e.g. local competitions aimed at reducing water waste) - Training and empowering service providers <p>Moreover, some general guidelines will be realized in order to be available (and exported) for other stakeholders in different territories.</p>
<p>Output and result indicators</p> 	<p>What is the way of measuring an objective to be met, a resource committed, an effect obtained? (max 500 characters)</p> <p>Main outputs could be listed as follow:</p> <ul style="list-style-type: none"> - Regional report on best practises - Master Plan on thematic cluster to be connected to water topic - Training guideline for water ambassadors - first run of the training of “Alps-Adriatic Water Ambassadors” - 1 new network of touristic offers dedicated to the element water created in each area - 3 trainings/study tours held for tourism operators of the areas involved - Reports on pilot activities and guidelines <p>As a consequence, main expected results should be:</p> <ul style="list-style-type: none"> - Increased knowledge about initiatives carried out in other territories to be used for local further improvements - Clear overview of priorities to be addressed and considered in planning the different initiatives - Expertise available to drive behavioural change - Transferability of approaches
<p>Durability / sustainability</p> 	<p>How will the project outputs be further used once the project has been finalised? How will the project continue after its end? (max 500 characters)</p> <p>The outputs of the project are set in order to ensure their usability and reproducibility in other regions. Moreover, the results of the stakeholder consultation will represent a reference point for other actors who want to develop strategies and implement similar measures. Finally, the transferability of the results will be ensured by guidelines dissemination.</p>
<p>Innovative character</p> 	<p>Explain why the project is innovative (max 500 characters)</p> <p>Water Without Borders is an innovative project because it will systematize different needs from different territories with similar background and create dedicated solutions for the management of water from different perspectives. Sharing experiences about a common theme could generate an effective and collaborative team, with the aim of stimulate a better awareness about the importance of such precious resource.</p>
<p>Target groups</p>	<p>Who will use and or benefit from the outputs?</p> <p>At first, local communities/authorities, schools as well as tourists and enterprises involved in the management of water</p> <p>In addition, other groups that could be involved are listed:</p> <ul style="list-style-type: none"> - Tourism operators of the areas - Service providers such as restaurant and local hotel owners, museum, naturalistic and cultural guides - Cultural organization

Budget	<p>Describe the rationale and relevance of the budget in relation to the envisaged activities (max 500 characters)</p> <p>The project is supposed to last indicatively three years. Proposed budget will be distributed according to the following indicative approach. Indicative guiding distribution of budget per WPs:</p>																		
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