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O.T.2.2 LOCAL ACTION PLAN (LAP)

FRIULI VENEZIA GIULIA AUTONOMOUS REGION

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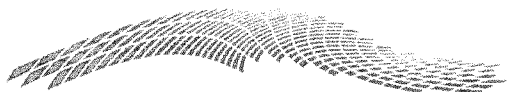


Table 1: your Vision Statement

1. Vision	
You vision statement	<i>To increase sustainable cultural tourism and urban development, strengthening the role of CCIs and enhancing the tangible and intangible historical heritage of the area</i>

Table 2: SMART Objectives

2. SMART Objectives							
	Initial objective	Is it specific?	Is it measurable?	Is it Achievable?	Is it relevant?	Is it Timely?	Updated objective
Objective no.1	Enhancing the territorial literary heritage and valorizing the regional territory through music, with the involvement of cultural sites	yes	yes	yes	yes	yes	-
Objective no.2	Profiling and segmentation of tourists of cultural events and measuring the economic impacts of these activities	yes	yes	yes	yes	yes	-
Objective no.3	Structuring multisectorial actions to support the role of CCIs and the economic and social impacts of culture	yes	yes	yes	yes	yes	-



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Objective No.4	Providing updated information on data on the regional performances to public and private operators in the cultural touristic sector	yes	yes	yes	yes	yes	-
Objective no.5	Lauching of territorial development paths based on the valorization of cultural assets, in consideration of the value of the culture and creative sectors as a driver for economic and social cohesion	yes	yes	yes	yes	yes	-

Table 3: Basic data about your Area of Intervention

3. Basic data about your Area of Intervention	
Name of your Area of intervention	<i>Friuli Venezia Giulia Region</i>
Country	<i>Italy</i>
Total area in km2	<i>7.924 km2</i>
Total inhabitants	<i>1,215 millions (2019)</i>
Regional (municipal) GDP per capita in EUR.	<i>38.020,6 (Eurostat Regions database, 2018)</i>



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Unemployment rate	6.7% (Eurostat, Unemployment statistics at regional level, 2018)
Population growth rate	-3,5‰ (Adminstat by Urbistat, provides data and analysis for more than 25 countries across Europe and around the world, 2019)
Net migration rate	2,2‰ (Adminstat by Urbistat, provides data and analysis for more than 25 countries across Europe and around the world, 2019)

You can add more details if necessary.

Also prepare a map of your area of intervention (its boundary only).

Table 4: List of Actions

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 your action	Relevant stakeholders and their roles for the implementation
Action no.1 (will be finished during the project)	2 CreaTourES Routes	Literary Route and Musical Route	Enhancing the territorial literary heritage and valorizing the regional territory through music, with the involvement of cultural sites. These routes will allow to "reinvent" destinations thanks to new contents	Department for culture and sports	30.000,00 euro	EU funds	12 months	August 2021	August 2022	CCIs, cultural sites, Tourist operator, Promoturismo FVG, Regional Business Incubator, all relevant regional



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duration)									Departments	
Action no.2 (will be finished during the project duration)	Monitoring the impact of culture and tourism on the economy in FVG AR	Realization of a mapping of the economic, fiscal and employment impacts of cultural sites and cultural events in FVGAR	The analysis process has a dual purpose: on the one hand the profiling and segmentation of the public and of tourists, on the other economic impacts of these activities	Department for culture and sports	70.000,00 euro	Regional funds	12 months	December 2021	July 2022	CCIs, cultural sites, Tourist operator, Promoturismo FVG, Regional Business Incubator, all relevant regional Departments
Action no.3 (will be finished after the project ends)	Regional multisectorial action to support CCIs	Establishment of a regional Committee, involving different regional Departments to support CCIs	The main aim is structuring multisectorial actions to support the role of CCIs and the economic and social impacts of culture.	Department for culture and sports	Only staff costs are included. Approximately 30.000,00 euro	Regional funds	24 months	December 2021	December 2023	CCIs, cultural sites, Tourist operator, Promoturismo FVG, Regional Business Incubator, all relevant regional Departments
Action no.4 (will	Regional Monitoring	Establishment a Regional Monitoring	The main aim is to provide public and	PromoturismoF VG, in	50.000,00 euro	Regional Funds	24 months	December 2021	December 2023	CCIs, cultural sites, Tourist



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<p>be finished after the project ends)</p>	<p>center for cultural tourism</p>	<p>center for cultural tourism</p>	<p>private operators in the sector with updated information and data on the performance of the cultural tourism sector, for the purpose of a precise knowledge of the tourist markets and to favor the development and innovation of the cultural regional tourism offers and strategies</p>	<p>collaboration with the Department for culture and sport and the Department for Economy</p>				<p>operator, Promoturismo FVG, Regional Business Incubator, all relevant regional Departments</p>	
<p>Action no. 5 (will be finished after the project ends)</p>	<p>CCI ad a driver for urban development</p>	<p>Enhance the valorization of regional cultural heritage as a driver for sustainable urban development in the EU 21-27 programming period.</p>	<p>The launch of territorial development paths based on the valorization of cultural assets, in consideration of the value of the culture and creative sectors as a driver for economic and social cohesion</p>	<p>Department for culture and sports, Department for Economy, Department for Finance, Department of Education and Department for health, social policies, and disability</p>	<p>EUfunds for the Programming period 21-27</p>	<p>24 months</p>	<p>December 2021</p>	<p>December 2023</p>	<p>CCIs, cultural sites, Tourist operator, Promoturismo FVG, Regional Business Incubator, all relevant regional Departments</p>



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Table 5: Monitoring the implementation of Action

5. Monitoring the implementation of 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	2 CreaTourES Routes	31/01/22	<i>Definition of a routes points of interest</i>	30/06/22	<i>Nr. of tourists feedbacks</i>	31/08/22	<i>Numers of tourists feedback</i>
Action no.2	Monitoring the impact of culture and tourism on the economy in FVG AR	31/12/21	<i>Questionnaire for public involved</i>	31/03/22	<i>Nr. Of questionnaire submitted</i>	31/07/22	<i>Nr of Questionnaire submitted</i>
Action no.3	Regional multisectorial action to support CCLs	31/03/22	<i>Definition of main actors to be involved</i>	31/12/22	<i>Appointments of the Committee</i>	31/12/23	<i>Nr of meetings of the Committee</i>



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Action no.4	Regional Monitoring Center for cultural tourism	31/03/2022	Elaboration of a preliminary plan for the establishment of the Center	31/12/22	Analysis of the activities to be carried out by the Center	31/12/2023	Appointment of the Regional Monitoring Center
Action no.5	CCI ad a driver for urban development	31/12/22	Nr of EU Programmes selected as relevant	30/06/23	Nr of project proposals submitted	31/12/23	Nr of project proposals approved



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Table 6: Risk Management of your Actions

6. Risk Management of your Actions								
	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. (action 1)	<i>Covid-19 pandemic</i>	<i>Lack of potential tourists due the pandemic situation</i>	3	3	<i>The risk is due to force majeure</i>	<i>n.a.</i>	<i>The activities will be carried out adapting them to the circumstances</i>	<i>FVG</i>
Risk no. 2 (action 2)	<i>Covid- 19 pandemic</i>	<i>It could be not possible to organize cultural events and to have access to the museums and cutlural sites</i>	3	3	<i>The risk is due to force majeure</i>	<i>n.a</i>	<i>Provided cultural events or museums open only virtually, it will be possible to collect only data on the segmentation of public that partecipate to the online events or “virtual visits” to the cultural sites</i>	<i>FVG-external expert</i>



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Risk no. 3 (action 3)	<i>Collaboration of other Departmen</i>	<i>Lack of communication amongs different regional Departments due to different priorities caused by Covid-19 situation</i>	1	3	<i>Stiumulate interest among the different regional Departments</i>	FVG	<i>Continue communication and engagement activities</i>	FVG
Risk no. 4 (action 4)	<i>Political commitment</i>	<i>Regional election in 2023 could change the political Agenda</i>	2	2	<i>The risk cannot be prevented</i>	n.a.	<i>Support the realization of this activity underlining the importance of the collection of results and data on the cultural tourism in order to better direct the regional strategies and policies.</i>	FVG
Risk no. 5 (action 5)	<i>Political commitment</i>	<i>Regional election in 2023 could change the political Agenda</i>	2	2	<i>The risk cannot be prevented</i>	n.a.	<i>Hilight that other sector could benefit in terms of economic development from the involvement of the cultural sector</i>	FVG

