

South East Europe Transnational Programme

Project Idea Form

Project idea's title

GREEN MANAGEMENT FOR PROTECTED AREAS

Priority

(choose priority and indicate the relative area of intervention)

<input type="checkbox"/> Priority Axis 1	AoI _____
<input type="checkbox"/> Priority Axis 2	AoI_2.3 Promote cooperation in management of natural assets and protected areas
<input type="checkbox"/> Priority Axis 3	AoI _____
<input type="checkbox"/> Priority Axis 4	AoI _____

Project Idea Promoter

(name of the institution)

Provincia di Bologna – Emilia Romagna Region Italy

Contact Person

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Is the applicant the project's potential Lead Partner?

☒ Yes ☐ No

If not, is the potential Lead Partner already being chosen?

☐ Yes ☐ No

Background (main problems or challenges to be addressed)

In times of fiscal austerity and tightening government budgets, traditional public funding sources for protected areas are increasingly under threat. Innovative alternatives to these traditional sources are needed in order to secure the long term viability of protected areas. In addition to strengthening traditional funding, finding additional economic revenues has the added benefit of diversifying a protected area's income sources.

The most effective answer is the growth and development of a new methodology and entrepreneurial culture able to organized successfully a series of activities in Protected Areas , sustainable and compatible with the mission of protection and care of the areas. The project aims to implement a new common management methodology based on entrepreneurial approach focused and targeted to self financing the Parks or Protected Areas.

Objectives (main and specific objectives to be achieved)

The project will be devoted to the following development issues: (first draft- to be implemented)

- Where does a protected area manager look for alternative funding sources?
- What do potential supporters want from the protected area?
- And what does the protected area manager communicate to these supporters?
- Can evaluation help the protected area manager to find the answers to these questions, and more?
- How to develop new entrepreneurial activities into the territories of the parks and inside the parks organization itself?
- What are the criteria for this managerial approach and what compatibility with the mission of the park ?
- How to evaluate economic value of Protected Areas in the sustainable financing source perspective?

Main foreseen activities

- Data base of the main best practices carried out by the parks (mix of possible entrepreneurial activities)
- Feasibility studies in each park partner of the project
- Training activities for the management of Parks, local stakeholder and social actor for incrementing and supporting external territorial activities;
- Specific Courseware and ICT platform for e-training and for community learning (workplace learning)
- National seminars and international workshop
- Communications activities and production of manual and information packages

Expected outputs and results

Development of a common strategy for the management of Protected Areas, with elaboration of a repository of possible entrepreneurial activities, collected in each country partner; the implementation of a series of actions realized by each Park partner in own area; an E-learning system based on collaborative learning to improve in workplace for the training of the staff management of Parks, local stakeholder and social actor; the use of a common assessment and evaluation system and last but not least a broad information and communication activity for spread the application of the methodology.

Innovative character of the project idea

Integrate public funds for environmental activity of Protected Areas, with private funds belonging to the entrepreneurial activities is an approach quite new, innovative and necessary to overcome the financial threat for the management of natural assets.

Partnership

Partners involved at this stage

ERDF Partners	At present the project idea is directed mainly to the Park Institutions of medium- large dimension (interregional or national) and their Environmental Authorities of National or Regional administrative levels
IPA Partners	
ENPI Partners*	

Partners requested

ERDF Partners	
IPA Partners	
ENPI Partners	

Estimated Total Budget

€ 1.500.000 ÷ 1.700.000
Depending on the span of partnership

Does your project idea foresee the application for the 10% rule*

<input type="checkbox"/> Yes. Please, explain in detail what will it be used for and the relevance for the project	<input checked="" type="checkbox"/> No
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Estimated duration (in months)

30

☒ I would like my project's idea to be published on the Southeast Europe Transnational Programme's website and presented during the SEE kick off event.

* ENPI Funds won't be available for the 1st Call. Partners from Ukraine and Republic of Moldova can be involved by applying for the 10% rule.

* The 20% rule is not applicable for the 1st Call.