

P E R I U R B A N

Component 4: Methodology Testing and Regional Action Plans

Action Plan

according to Component 4 general description

Project Partner	Tuscany Region
Intervention Area (e.g. local, regional, specific park area)	Metropolitan intermunicipal area

PART 1: O V E R V I E W

Contact Details

Name of person responsible for Action	Arch. Maria Clelia Mele
Telephone	+39 055 4383954
Email	mariaclelia.mele@regione.toscana.it

List of actions detailed below

Please provide the list of the actions described below in bullet points.

1. Promotion of Integrated agricultural projects based on agro-environmental improvement and production and retailing innovation;
2. Promotion of an integrated touristic system in the park area in connection with the surrounding territories;
3. Definition and start up of a "light" management agency for the participative set up coordination of the park aims and actions;

Potential links to current regional activities

Please provide several essential bullet points



- **Tuscany law for Territory government L.R. 1/2005;**
- **Regional Plan for Territory and Landscape discipline (PIT) ;**
- **Rural Development Plan 2013-2017 (PSR);**
- **Regional Plan for Economic Development (PRS);**

Actions already undertaken in the thematic field

Please provide several essential bullet points

- **Regional Law on territory government (L.R.1/2005) updating;**
- **Procedure start up for the integration of the Regional Plan for territory government;**
- **Policies and actions for Short food supply chains in agriculture promotion;**
- **actions for the promotion of the use of typical Tuscan agrarian productions;**
- **actions for the protection of plants and animal biodiversity;**
- **protection areas and countryside tracks for the biodiversity protection in the Parco della Piana Area;**
- **targeted funding to the various municipality for works and actions aimed to the Parco della Piana vision implementation;**

Action Summary

Please provide a short overview of the actions, their objectives (including budget available) and methods deployed, potential links to current regional activities, actions already undertaken within thematic area as well as the flexibility to allow the integration of Good Practices

Action 1

In strict integration with the action 2 and in coordination with the activities of the Regional Agricultural sector , action 1 see the Regional Planning sector as proponent and coordinator of a strategic planning process aimed to integrate regional policies and sectors in developing specific integrated projects in the field of agriculture production and rural development. Such an approach, supported by services and accessibility facilities creation (e.g. visitors information points, slow track network, see action 2) that, thanks to the coordination with the local administration slow tracks programs, complements the multifunctional project approach, could feed the park structure enhancement and make visible its role either in term of territorial quality improvement and attractiveness and in term of economic viability for the farmers.



The action will move first with the collection and further deepening of the main data and framework knowledge especially in the field of rural system (e.g. land use, agricultural census data, farmers and farms features, heritage and infrastructure endowment, environmental values and potentiality, tourism potentialities, local market edible foods demand, etc) that are necessary to define some local and multisector projects in the park area. Then some specific activities will be promoted and carried out in collaboration with other regional and local sectors, stakeholders and association for :

- Survey on farmland and farms characteristics for production innovation and quality improvement and ; local food market potentiality analysis;
- involvement of farmers associations and pilot farms in defining strategic development actions and pilot projects aimed to the promotion of periurban agriculture
- promotion of cultivations and selling methods innovation and management especially aimed to the local market;
- activities of pilot projects production and management innovation diffusion towards others park area farmers;

Action 2

The multifunctional role of the periurban park finds a strategic support in the development of initiatives related to the empowerment of the tourism services and facilities, integrated with the presence of farming activities “open” in part to the visitors demand.

Such an approach is aimed to the definition, promotion and implementation of the tourist local system related to the park cultural, environmental and rural heritage, in strict linkages with the surrounding hilly and urban areas;

In this fields Tuscany Region yet developed an important role of promotion –especially with funding programmes for signposting and slow track design and realizations and in funding initiatives and programmes, leaded by the agricultural sector, for the diffusion and promotion of the organic and local agrarian production in the local market and for public structures (e.g. primary schools). In this context specific activities could concern:

- framework knowledge and analysis production of the main potential in terms of touristic exploitation of the rural, environment and settlements heritage;
- analysis of the potential touristic demand and flows that could be attracted in the park area;
- definition -in collaboration with the municipalities and public sectors concerned, tourism associations, private stakeholders- of integrated visions and projects for the development of the tourism in the park area, especially aimed to support the integrated offer of the area (protect natural areas, cultural and architectural heritage, landscape values, foods production) and, especially, the linkages with the surrounding territories.

Action 3.



The creation of an agency, in the form of a public private partnership led by Tuscany Region, accordingly with some G.P. observed in some partners case (e.g. Lille, Aberdeen), seems to be necessary in order to integrate the administrative decisions and guidelines in an operating, effective and inclusive process for the park creation and implementation. The structure of this PPP has to be very “light”, with few stable officers –singled out by region government– coordinating the various regional and municipal sectors and stakeholders in periodical meetings and monitoring the various actions concerning the park area. Two main references activities undertaken by Tuscany region are related to the future PPP structure: the communicative and participative activities promoted by the Regional Guarantor for Communication and the periodical design meetings promoted by Tuscany Region with the adoption of the Charrette method.

The PPP could be planned for the development programming period 2013-2017 with a yearly account of the activity and a final assessment of the possibility to maintain the agency at the end of the four years.



PART 2: ACTIONS

Action 1: Promotion of Integrated agricultural projects based on agro-environmental improvement and production and retailing innovation

Section 1: Common Methodology

Select the section(s) that are of particular interest for your Action Plan

	<i>Please insert an X if you are interested in the section</i>
Management / Relation to surrounding area	X
Policy / Regulatory Aspects	
Environmental Aspects	X
Economic Aspects	X
Social and Communication Aspects	
Cultural Aspects	X
Infrastructure / Accessibility	

Section 2: Management

Provide details on the entity that will manage the Action. If more than 1 entity will be involved, repeat table for each.

Name of entity expected to manage the action	Tuscany Region
Name of department expected to manage action (if already known)	<i>Coordination area for territorial planning and landscape:</i> Regional Planning sector
Description of entity and of specific role in the management	Mandatory task in screening and monitoring about the municipal, provincial and regional plans production and participation in experimental process of wide area planning. Coordination and promotion on behalf of regional government of the PPP activity in term of stakeholder involvements, methods selection and goals and project proposition.

Section 3: Policy

Provide details of the policy (local, regional and or national) that this action concerns and that may be impacted / improved by the action

Add one box for each policy



Name of policy	Rural development: promotion of local market food supply chain Agricultural production qualification and innovation;
Level	Local
Description of policy and how it might be changed	The strengthening of agricultural production in the periurban agricultural area of the park could make easier the development of specific programmes and initiative in delivering fresh foods for urban markets and especially for public restoration needs (e.g. schools, hospitals). At the same time the recovery of traditional production accordingly with nature based and organic methods could increase attractiveness for urban consumers, tourists and visitors of the park;

Name of policy	Landscape and territorial planning
Level	Regional-Local
Description of policy and how it might be changed	Besides the local food cultivation, the project could aim on the recovery of traditional cultivar and plants that characterized the traditional landscape and environment of the periurban farmland area.

Name of policy	Soil protection and environment risk prevention
Level	Regional-Local
Description of policy and how it might be changed	The integrated approach of the project for farming accordingly with nature based practices, related to a sustainable use/design of resources in periurban areas, allows for a less intensive use of the soil and water (e.g. biocides and fertilizer reduction, clean water and ground water protection, storm water storage in urban settlements, water runoff reduction, hedges planting, infrastructures sustainable design, etc.), reducing at the same time the risks of environmental damages (flood risk prevention, loss of soil fertility, soil erosion reduction, GHG emission reduction).



Section 4: Overview of the Action proposed

Provide a brief description of the Action being proposed

In strict integration with the action 2 and in coordination with the activities of the Regional Agricultural sector action 1 conceives the Regional Planning sector as proponent and coordinator of a strategic planning process aimed to integrate regional policies and sectors in developing specific integrated projects in the field of agriculture production and rural development. Such an approach could foster the park structure enhancement and make visible its role either in terms of territorial quality improvement and attractiveness or in terms of economic viability for the farmers.

The action will first move with the collection and further deepening of the main data and framework knowledge especially in the field of rural system (e.g. land use, agricultural census data, farmers and farms features, heritage and infrastructure endowment, environmental values and potentiality, tourism potentialities, local market edible foods demand, etc) that are necessary to define some local and multisector projects in the park area. Then some specific activities will be promoted and carried out in collaboration with other regional and local sectors, stakeholders and association for :

- local food market potentiality analysis, survey on farmland and farms characteristics for production innovation and quality improvement;
- involvement of farmers associations and pilot farms in defining strategic development actions and pilot projects aimed to the promotion of periurban agriculture in terms of cultivation and selling methods innovation and management especially aimed to the local market;
- activities of pilot projects innovation dissemination towards others park area farmers;

Provide an overview of the series of specific activities required in order to implement this Action

Repeat for each activity

Activity 1.1	
Title	Survey on farmland and farms characteristics for production innovation and quality improvement and Local food market potentiality analysis
Description	Collection, if necessary production, and integration in a data base and in a mapping system of the main information concerning the socioeconomic and territorial systems of the park area and necessary to define actions that best fit with the local conditions. The survey and data base collection activity will be especially aimed to the acknowledgement of the farms typologies and assets and of the farming opportunities in terms of multi-productive and qualitative assets promotion. Besides will be deepened the potentiality of the local food market in order to appreciate local food short supply chains that could meet the new quality oriented farming assets.
Target result	Informatics archives, reports, survey, downloadable maps and data base



Activity 1.2	
Title	Involvement of farmers associations and pilot farms in defining strategic development actions and pilot projects
Description	This action will be promoted by developing pilot a project in strict connection with the agency described in the Action 3 and mainly jointly with the regional agricultural sector. The action is aimed to promote farming innovative and integrated assets especially aimed to recovery multi-productive and nature based methods.
Target result / output	Creation of consultant services for farmers to support innovation, creation of inter-farmers production and delivering agreements, creation of producers-consumers agreements, creation of brand of the Park;

Activity 1.3	
Title	Promotion of a viable agriculture production/ commercial local system
Description	Developing periurban agriculture able to deal with the local market obtaining more convenient income than from the global market means develop new quality oriented productions, new organization productive assets and a new entrepreneurial attitude in farmers..
Target result / output	Farmers entrepreneurial empowerment, promotion of and farm networks and of local short food supply chains

Activity 1.4	
Title	Pilot projects production and management innovation diffusion towards others park area farmers
Description	This activity is aimed to diffuse to the productive farming system of the park the achievement and good practices tested with the activities 1.2. and 1.3. and is related to the agency defined with the action 3.
Target result / output	xProduction assets changing in other park area farms; recovery of traditional and quality production and creation of new innovative production chains rooted in local/traditional farming products and oriented to the local market as well or to excellence market sector.

Section 5: Stakeholder involvement

Provide an overview of all stakeholders that will be involved and the means of involving them

Please include political involvement (e.g. regional and or national administration, Managing authority) and Territorial Involvement (e.g. service providers and others involved in the practical creation and management of the park)

Name of stakeholder	
Regional coordination area for the rural development	



Regional coordination area for energy, environment and climate change
Regional office for Geographical information System and mapping
Regional Agency for Agricultural funding payments (ARTEA)
Agency for Basin Planning
Regional Agency for Environment protection (ARPAT, SIRA archive)
Provincial sectors for rural development
Municipal sectors for collective public restoration activities
Farmers Associations
Private entrepreneurs in tourism sector
NGO' for culture and environment promotion
Private operator in tourism and rural hospitality

Section 6: Cooperation

Provide details of any further cooperation / exchange with PERIURBAN partners that will be necessary

Name of partner	Description of objective / form of cooperation
Lombardy, Parco sud Milano	Achieving more hints about methods of collaboration with farmers in achieving a multifunctional and pluri productive turn in farming activities and in creating linkages with the local food market and consumers. Documents and visit on the field
Lille Metropole Nature	Suggestions on form of structured collaborative monitoring and collaborative definition of initiatives with farmers and park users;

Section 7: Risk Management

Where possible, provide details of any potential risks to the implementation of the Action and relative contingency plans identified (for instance difficulties in obtaining necessary permissions or any legacies required e.g. for the extension of a park area).

Potential risk	Contingency plan
Difficulties in involving and coordinate so many stakeholders, many of which have public duties and commitments.	Integration with rural development regional program and with the infrastructure planning and programs
<i>Add lines as applicable...</i>	

Section 8: Funding

Where possible, provide an estimate of the expected costs for each specific activity and the possible sources of funding.

Repeat for each activity

Activity 1.1 Survey on farmland and farms characteristics for production innovation and quality improvement and Local food market potentiality analysis			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
Regional officer or			Regional offices Internal



Budgetary (if with external assignment study task)	15.000 €	Regional Programme for Agriculture Fund	assignment or Public calls for services delivering
Add lines as applicable...			
Total			

Activity 1.2. Involvement of farmers associations and pilot farms in defining strategic development actions and pilot projects			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
Technicians for farmers involvement, field assistance and business plan definitions	20.000 €	Regional law on participative activities support L.R.69/2007 C.A.P., Rural Development Plan: actions for farming innovation LIFE+ or other EU programs Jessica Programme (eventually for urban areas concerned)	Definition of participative process project and funding demand Prompting for Regional funding lines an project calls; Program or Project presentation for funding
Add lines as applicable...			
Total			

Activity 1.3. Promotion of a viable agriculture production/commercial local system			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		European Agricultural and Rural development Fund tools (EARDF,C.A.P.,Rural Development Plan: actions for farming innovation), and, for the urban part (e.g. farmer market area and facilities, logistic and products transformation facilities) , JESSICA tool of the European Investment Bank. LIFE+ or other EU programs Regional sector funding	Prompting for Regional funding lines an project calls; Projects or Program presentation for funding
Add lines as applicable...			
Total			



Activity 1.4. Pilot projects production and management innovation diffusion towards others park area farmers			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		C.A.P., Rural Development Plan: actions for farming innovation LIFE+ or other programs Regional Sector Funding	Prompting for Regional funding lines an project calls; Projects or Program presentation for funding
Add lines as applicable...			
Total			

Section 9: Expected impact

Please describe the expected results of the Action at regional or local level

<p>Construction of a integrated and updatable data set and geographical information system that could allow for more informed initiatives and projects of rural and tourism development in the Parco della Piana Area:</p> <ul style="list-style-type: none"> - diffusion of innovative and sustainable farming practices especially related to landscape improvement and quality foods production from local market; - number of farms and farms collaborative and productive network raising; - development of pilot projects –accordingly with the work plan activities carried on with the Periurban Parks Program and with the funding activities promoted by Tuscany Region- that promote a more effective interaction between slow track networks, cultural, environmental heritage and farming activities;

Please state if any monitoring actions are already in place for measuring impact or if existing monitoring initiatives could be adapted to this purpose

<p>The activities and interventions for the Parco della Piana are included among the strategic works promoted by Tuscany region and are periodically monitored accordingly with the activities stated by the recent regional law 35/2011 that allows to detect possible problems and to overcome them. To the monitoring activity take part the Municipality and Provinces concerned by the park.</p>

Action 2: Promotion of an integrated touristic system in the park area in connection with the surrounding territories

Section 1: Common Methodology

Select the section(s) that are of particular interest for your Action Plan



	<i>Please insert an X if you are interested in the section</i>
Management / Relation to surrounding area	X
Policy / Regulatory Aspects	
Environmental Aspects	X
Economic Aspects	X
Social and Communication Aspects	X
Cultural Aspects	X
Infrastructure / Accessibility	X

Section 2: Management

Provide details on the entity that will manage the Action. If more than 1 entity will be involved, repeat table for each.

Name of entity expected to manage the action	Tuscany Region
Name of department expected to manage action (if already known)	<i>Coordination area for territorial planning and landscape:</i> Regional Planning sector
Description of entity and of specific role in the management	Mandatory task in screening and monitoring about the municipal, provincial and regional plans production and participation in experimental process of wide area planning. Coordination and promotion on behalf of regional government of the PPP activity in term of stakeholder involvements, methods selection and goals and project proposition.

Section 3: Policy

Provide details of the policy (local, regional and or national) that this action concerns and that may be impacted / improved by the action

Add one box for each policy

Name of policy	Tourism development: promotion of local environment and cultural heritage;
Level	Local
Description of policy and how it might be changed	The park creation represents a remarkable opportunity of expanding the tourism system of the Florentine area. At the same time the recovery of the landscape and of traditional production accordingly with nature based and organic methods described in Action 1 could allow for an improved attractiveness for urban consumers, tourists and visitors of the park;



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Name of policy	Slow mobility system improvement
Level	Regional-Local
Description of policy and how it might be changed	There is an opportunity for the development of an integrated mobility system in the park as well as the surrounding area that allows for good linkages with the main transport nodes and urban mobility systems of a minute slow track network of the park that connects the main heritage values and the main farms of the park.

Name of policy	Promotion of typical and local edible productions
Level	Regional-Local
Description of policy and how it might be changed	This action concerns even the opportunity to enhance and make visible the offer of typical agricultural and edible traditional production of the park and of the surrounding area. Such an offer could become a further attractiveness feature of the park and a remarkable element of economic viability of the park management activities in the context of the regional policies made in Tuscany brand promotion.

Section 4: Overview of the Action proposed

Provide a brief description of the Action being proposed

The multifunctional role of the periurban park finds strategic support in the development of initiatives related to the empowerment of the tourism services and facilities, integrated with the presence of farming activities “open” in part to the visitors demand.

Such an approach is aimed to the definition, promotion and implementation of the tourist local system related to the park’s cultural, environmental and rural heritage, in strict linkages with the surrounding hilly and urban areas;

In this fields Tuscany Region yet developed an important role of promotion, especially with funding programmes for signposting and slow track design and realizations and in funding initiatives and programmes, leaded by the agricultural sector, for the diffusion and promotion of the organic and local agrarian production in the local market and for public structures (e.g. primary schools). In this context specific activities could concern:

- Survey and analysis of the main potentiality in terms of touristic exploitation of the rural, environment and settlements heritage;
- analysis of the potential touristic demand and flows that could be attract in the park area;
- definition -in collaboration with the municipalities and public sectors concerned, tourism associations,



private stakeholders- of integrated visions and projects for the development of the tourism in the park area, especially aimed to valorise the integrated offer of the area (protect natural areas, cultural and architectural heritage, landscape values, foods production) and, especially, the linkages with the surrounding territories

*Provide an overview of the series of specific activities required in order to implement this Action
Repeat for each activity*

Activity 2.1	
Title	Survey on the touristic offer of the area and on the potential tourist demand
Description	Collection, if necessary production, and integration in a database and in a mapping system of the main information concerning the socioeconomic and territorial systems of the park area and necessary to define actions that best fit with the local conditions. The survey and data base collection activity will be especially aimed to the collection of the main attractiveness features in touristic terms of the park environment and heritage features. That alongside with an analysis of the potential touristic demand that the park could attract especially in relation to the surrounding area tourism attractiveness.
Target result / output	Informatics archives, reports, survey, downloadable maps and data base

Activity 2.2	
Title	Jointly strategic vision and project definition and start up for the creation of an integrated touristic offer for the park area
Description	The park area is endowed of many cultural and environment heritage goods that could be quite easily connected to the surrounding touristic system creating a wider, multidimensional and outstanding offer for the tourist that visit the Florence area. It needs an effort of coordination of the various municipalities and provinces concerned by the park especially for the slow mobility network planning, public transport facilities and promotion activities. In this field Tuscany Region yet developed an important role of promotion –especially with funding programmes for signposting and slow track design and realization- that will continue in the park creation and implementation phase: The next step will be the definition of an integrated vision and pilot projects for the park touristic system enhancement.
Target result / output	Creation of an operating and recognizable tourist system related to the wider area offer exploiting the heritage goods and the multifunctional farming activities present in the park area.

Section 5: Stakeholder involvement

Provide an overview of all stakeholders that will be involved and the means of involving them



Please include political involvement (e.g. regional and or national administration, Managing authority) and Territorial Involvement (e.g. service providers and others involved in the practical creation and management of the park)

Name of stakeholder
Regional Sector mobility and infrastructures
Regional coordination area for the rural development
Regional coordination area tourism, retail an tertiary sector
Regional coordination area for energy, environment and climate change
Regional office for Geographical information System and mapping
Provincial sectors for rural development
Tourism operator professional associations
Farmers Associations
Private entrepreneurs in tourism sector
NGO's for culture and environment promotion
Regional Agency for economic and territorial development (IRPET)
Local Associations for environment and culture promotion
Private operator in tourism and rural hospitality

Section 6: Cooperation

Provide details of any further cooperation / exchange with PERIURBAN partners that will be necessary

Name of partner	Description of objective / form of cooperation
Aberdeen, Core Paths Networks	Realization of a paths network connecting the main heritage goods and managed with the support of non-profit volunteering associations. Documents
Region Andalusia	"Green door" program for the recovery of ancient tracks with multifunctional ecological and mobility profile. Visit on filed, documents

Section 7: Risk Management

Where possible, provide details of any potential risks to the implementation of the Action and relative contingency plans identified (for instance difficulties in obtaining necessary permissions or any legacies required e.g. for the extension of a park area).

Potential risk	Contingency plan
Difficulties in involving and coordinate so many stakeholders, many of which have public duties and	Integration with rural development regional program and with the infrastructure planning and



commitments.	programs
Add lines as applicable...	

Section 8: Funding

Where possible, provide an estimate of the expected costs for each specific activity and the possible sources of funding.

Repeat for each activity

Activity 1. Survey on the touristic offer of the area and on the potential tourist demand			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		Regional funds for tourism promotion	Coordination with regional tourism development sector
Add lines as applicable...			
Total			

Activity 2 Jointly strategic vision and project definition and implementation for the creation of an integrated touristic offer for the park area			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		Regional fund for tourism development ; for the urban part (e.g. reception and facilities for visitors points) JESSICA tool of the European Investment Bank.	Prompting for Regional funding lines an project calls; Coordination and projects definition with regional tourism development sector
Add lines as applicable...			
Total			



Section 9: Expected impact

Please describe the expected results of the Action at regional or local level

- Construction of a integrated and updatable data set and geographical information system that could allow for more informed initiatives and projects of rural and tourism development in the Parco della Piana Area:
- creation of some recognizable touristic network offer in the park and of services and facilities for tourists even related to a touristic brand of the park;
- raising of park visitors number and of the service and facilities points for the park users and tourists, including selling points of the park agricultural and foods productions;

Please state if any monitoring actions are already in place for measuring impact or if existing monitoring initiatives could be adapted to this purpose

The activities and interventions for the Parco della Piana are included among the strategic works promoted by Tuscany region and are periodically monitored accordingly with the activities stated by the recent regional law 35/2011 that allows to detect possible problems and to overcome them. To the monitoring activity take part the Municipality and Provinces concerned by the park.

Action 3. Definition and start up of a “light” management agency for the participative set up and coordination of the park aims and actions

Section 1: Common Methodology

Select the section(s) that are of particular interest for your Action Plan

	<i>Please insert an X if you are interested in the section</i>
Management / Relation to surrounding area	X
Policy / Regulatory Aspects	X
Environmental Aspects	
Economic Aspects	X
Social and Communication Aspects	X
Cultural Aspects	X
Infrastructure / Accessibility	



Section 2: Management

Provide details on the entity that will manage the Action. If more than 1 entity will be involved, repeat table for each.

Name of entity expected to manage the action	Tuscany Region
Name of department expected to manage action (if already known)	<i>Coordination area for territorial planning and landscape: Regional Planning sector</i>
Description of entity and of specific role in the management	Mandatory task in screening and monitoring about the municipal, provincial and regional plans production and participation in experimental process of wide area planning. Coordination and promotion on behalf of regional government of the PPP activity in term of stakeholder involvements, methods selection and goals and projects proposition.

Section 3: Policy

Provide details of the policy (local, regional and or national) that this action concerns and that may be impacted / improved by the action

Add one box for each policy

Name of policy	Rural Development
Level	Regional, Provincial
Description of policy and how it might be changed	The agency can better point out the specific needs concerning the innovative role of periurban multifunctional agriculture and, by that, propose measures in the regional and provincial rural development plans, that better fit with the periurban agriculture multifunctional features;

Name of policy	Spatial Planning
Level	Regional, Provincial, Municipal (local)
Description of policy and how it might be changed	The agency can better strengthen the active role of farmland and farming in containing land take stemming from urban development and sprawl. In this sense the agency can better represent the needs of farmers, environmental associations and citizens in the processes of municipal and local plans aims definitions;



Section 4: Overview of the Action proposed

Provide a brief description of the Action being proposed

The creation of an agency, in the form of a public private partnership lead by Tuscany Region, accordingly with some G.P. observed in some partners case (e.g. Lille, Aberdeen), seems to be necessary in order to integrate the administrative decisions and guidelines in an operating, effective and inclusive process for the park creation and implementation. The structure of this PPP have to be very “light”, with few stable officers –singled out by region government- coordinating the various regional and municipal sectors and stakeholders in periodical meetings and monitoring the various actions concerning the park area. Two main references activities undertaken by Tuscany region are related to the future PPP structure: the communicative and participative activities promoted by the Regional Guarantor for Communication and the periodical design meetings promoted by Tuscany Region with the adoption of the Charrette method.

If the case the agency could be upgraded with some personnel with specific competences in the field of rural development and multifunctional agrarian assets with the aim to develop specific programs with farmers and of the fund raising activity related to those (jointly with action 1 integrated projects development).

The PPP could be planned for the development programming period 2013-2017 with an yearly account of the activity and a final assessment about the opportunity to maintain the agency at the end of the four years.

Provide an overview of the series of specific activities required in order to implement this Action

Repeat for each activity

Activity 3.1	
Title	Study of the form organization and start-up
Description	A preliminary phase will concern the study, starting from the experiences observed in other contexts and from a careful definition of the aims to achieve, of the form of organization that better fit with the institutional and socio-economic context of Tuscany. Once defined the type of organization, will follow the start up phase
target result / output	The target is to define the PPP features in such a way to obtain a form of agency characterised by effectiveness, a very simple and “light” structure and really tailored on the contextual demands.



Activity 3.2	
Title	Information and communication activities
Description	Development and production of information materials and initiatives employing various media facilities such as: park website management, diffusion of printed material, TV broadcast, questionnaires etc., or direct information meeting on the places and districts concerned by the park;
Target result / output	Widening of social awareness about the park values and roles in achieving goals of environmental and quality of life improvement and local economic development integration;

Activity 3.3	
Title	A programme for the park: Shared design of initiatives and projects for park implementation
Description	This activity would allow for the coordinated definition of projects shared not only with the various sector of public government (regional and local) but even with the concerned stakeholders and NGO' that are interested to the park implementation. This kind of activity could achieve two goals: a common design vision for the park area development especially between the public decision makers and technical bodies and to pose the premise for more effective coordination between the various sector activities;
Target result / output	Integrated and shared project and programme for the park development; Request, to the competent public sectors, for data base and themes knowledge to support the design and decision process;

Activity 3.4	
Title	Project implementation and Monitoring
Description	The PPP has the task to manage the projects defined in design phase and overview the process of the park implementation looking for the possible problems of coordination and realization of the projects and to assess the possible lacking of information and public involvement;
Target result / output	A yearly report on park implementation process and on the necessary corrective measures

Activity 3.5	
Title	Technical support in agro urban development programme (jointly with Action 1 projects definition and implementation)
Description	If reputed necessary during the action implementation, the Agency could act with an (or more) experts in rural development (e.g. agrarian economist, agrarian biologist, naturalis, etc.) in jointly developing with farmers some pilot



	project for innovation production accordingly with forms of nature base agriculture (see even action 3);
Target result / output	Changing in farming assets, farmland landscape and rural environment improvement, farmers incomes raising;

Section 5: Stakeholder involvement

Provide an overview of all stakeholders that will be involved and the means of involving them

Please include political involvement (e.g. regional and or national administration, Managing authority) and Territorial Involvement (e.g. service providers and others involved in the practical creation and management of the park)

Name of stakeholder	Activities designed to involve stakeholder
Regional sector technical appointed officers (e.g. rural development, economic development, environment area, GIS and mapping,	Informative tools, technical tables, debate and deliberative meetings
Provincial and municipal sector technical appointed officers	Informative tools, technical tables, debate and deliberative meetings
University and other research entities	
Farmers Associations	Informative tools, technical tables, debate and deliberative meetings
Public facilities delivering agencies executive representatives	Informative tools, debate and deliberative meetings
NGO's with environment and cultural target	Informative tools, technical tables, debate and deliberative meetings

Section 6: Cooperation

Provide details of any further cooperation / exchange with PERIURBAN partners that will be necessary

Name of partner	Description of objective / form of cooperation
Lille Metropole Nature	To learn and exchange further about the profile of the PPP and the various task that the agency, in the context of the Parco della Piana, can carry out. Practices of multilevel institutional relationship in promoting rural development programme and actions; Study of the methods and practices of involvement and collaboration with farmers
<i>Add lines as applicable...</i>	

Section 7: Risk Management

Where possible, provide details of any potential risks to the implementation of the Action and relative contingency plans identified (for instance difficulties in obtaining necessary permissions or any legacies required e.g. for the extension of a park area).



Potential risk	Contingency plan
Weak interaction with the stable structures and departments of public planning and management sectors, not available in following a coordination attitude	
<i>Add lines as applicable...</i>	

Section 8: Funding

Where possible, provide an estimate of the expected costs for each specific activity and the possible sources of funding.

Repeat for each activity

Activity 1. Study of the form organization and start-up			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		Regional Planning sector Funds, FSE, FESR Regional Law on Participation Process (L.R. 69/2007)	Monitoring Project definition
Add lines as applicable...			
Total			

Activity 2. Information and communication activities			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		Regional Law on Participation Process (L.R. 69/2007)	Design of participative and communicative process and projects
Add lines as applicable...			
Total			

Activity 3. A programme for the park: Shared design of initiatives and projects for park implementation			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		Regional Law on Participation Process (L.R. 69/2007) Co funding with Regional-Provincial and Municipal	Design of participative and communicative process and projects Periodical shared design



		administrations	meeting
Add lines as applicable...			
Total			

Activity 4. Project implementation and Monitoring			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		Regional Law on Participation Process (L.R. 69/2007)	Design of participative and communicative process and projects Periodical shared design meeting
Add lines as applicable...			
Total			

Activity 5. Technical support in agro urban development programme (jointly with Action 1 projects definition and implementation)			
Type of cost	Estimated Amount	Potential source of funding	Action needed to access funding
		C.A.P., Rural Development Plan: actions for farming innovation	Prompting for Regional funding lines an project calls; Projects or Program presentation for funding
Add lines as applicable...			
Total			

Section 9: Expected impact

Please describe the expected results of the Action at regional or local level

Raising of social awareness about the profile and role of the Parco della Piana and, more specifically, about its multifunctional role as tool of local and economic development, for the improvement of settlements environment quality and for the protection, recovery and exploitation of the cultural and environmental heritage;

Promotion of a shared design vision of the Park and of projects jointly designed with public administrative bodies, stakeholders and citizens.



Please state if any monitoring actions are already in place for measuring impact or if existing monitoring initiatives could be adapted to this purpose

The activities and interventions for the Parco della Piana are included among the strategic works promoted by Tuscany region and are periodically monitored accordingly with the activities stated by the recent regional law 35/2011 that allows to detect possible problems and to overcome them. To the monitoring activity take part the Municipality and Provinces concerned by the park.

PART 3: T I M E T A B L E

*Provide an overview of the calendar of activities described above.
Complete where possible and add years if necessary*

2013 (initial Actions after project end)	
Action 1.	
Activity 1.1. <i>Survey on farmland and farms characteristics for production innovation and quality improvement and Local food market potentiality analysis</i>	January-September
Activity 1.2. <i>Involvement of farmers associations and pilot farms in defining strategic development actions and pilot projects (Jointly with action 3)</i>	June-December
Activity 1.4. <i>Pilot projects production and management innovation diffusion towards others park area farmers</i>	
Action 2.	
Activity 2.3. <i>Survey on the touristic offer of the area and on the potential tourist demand</i>	January-June



Activity 2.2. <i>Creation of an integrated touristic offer for the park area</i>	June-December
Action 3	Estimated timing
Activity 3.1. <i>Definition of the form of organization and Start UP</i>	January-June
Activity 3.2. <i>Information and communication activities</i>	June-December
Activity 3.3. <i>A programme for the park: Shared design of initiatives and projects for park implementation (Jointly with action 1)</i>	June-December
2014	
Action 1	
Activity 1.1. <i>Survey and Data base updating</i>	January-December
Activity 1.2. <i>Involvement of farmers associations and pilot farms in defining strategic development actions and pilot projects (Jointly with action 3)</i>	January-June
Activity 1.3. <i>Promotion of a viable agriculture production/commercial</i>	January-December



local system	
Activity 1.4. <i>Pilot projects production and management innovation diffusion towards others park area farmers</i>	June-December-forward
Action 2	
Activity 2.2. <i>Creation of an Joint shared project for the integrated touristic offer for the park area and implementation</i>	January-December-forward
Action 3	Estimated timing
Activity 3.2. <i>Information and communication activities</i>	January-December
Activity 3.3. <i>A programme for the park: Shared design of initiatives and projects for park implementation (Jointly with action 1)</i>	January-March
Activity 3.4. <i>Monitoring and projects and programme implementation (Jointly with action 1)</i>	March-December 2014-forward
Activity 3.5. <i>Technical support in agro urban development programme</i>	January-December

