

re-value

**THE RIMINI STRATEGIC PLAN
AND
A CITY PROGRESSIVELY TURNING
INTO A BLUE&GREEN TOURIST DESTINATION**

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Foreword: WHAT ARE WE TALKING ABOUT....

- 1. AN IDENTITY CARD OF RIMINI UNTIL THE RECENT PAST
- 2. HOW RIMINI HAS BEEN CHANGING DURING THE LAST 15 YEARS
- 3. HOW RIMINI IS TRYING TO CHANGE INTO A GREEN&BLUE TOURIST DESTINATION



RIMINI

IS THE CAPITAL OF ITALIAN SEASIDE TOURISM

SINCE MANY YEARS THERE HAS BEEN NO OTHER
SEASIDE TOURIST DESTINATION IN ITALY HAVING
BETTER PERFORMANCE

A FEW NUMBERS ABOUT RIMINI

150 thousand residents

1,655,247 million tourist presences/nights per year (ref. 2022)

6,491,240 million overnight stays

**over 35,000 businesses of which approx. 14% are in the tourism
sector**

BUT «WHO» WAS RIMINI IN THE PAST?

1

**AN IDENTITY CARD OF
RIMINI UNTIL THE
RECENT PAST**

A HISTORICAL OVERVIEW OF RIMINI

268 b.C.

ARIMINUM WAS FOUNDED

- The Roman Senate sent 6000 settlers to found the city, whose name derived from river Marecchia (*Ariminum*);
- Rimini was in a strategic position between northern and central Italy (crossroads among the Via Flaminia, the Via Emilia and the Via Popilia);
- In 90 B.C. Rimini gained administrative autonomy by becoming a Municipium.



A HISTORICAL OVERVIEW OF RIMINI

1st Century b.C. – 5th Century a.C.

THE IMPERIAL RIMINI

- In Rimini Julius Caesar pronounced the famous sentence “Alea iacta est” and decided to pass over the Rubicon river.
- Rimini was one of the most flourishing cities of the Roman Empire. Many monuments still testify its splendor in that era.



A HISTORICAL OVERVIEW OF RIMINI

11th Century – 14th Century RIMINI IN THE MIDDLE AGES

- In the twelfth century Rimini became a Municipality. A period of intense urban planning and building activity began and great artists, including Giotto and the Rimini painting School of the 14th Century, worked in the city.



A HISTORICAL OVERVIEW OF RIMINI

15th Century

RIMINI AS A CAPITAL OF THE HUMANISM ERA

- The Malatesta family became lords of Rimini.
- During the rule of the famous Sigismondo Pandolfo Malatesta, Castel Sismondo and the Malatesta Temple were built.
- His court was attended by great artists, including Piero Della Francesca, Giovanni Bellini, Leon Battista Alberti, and many others.



A HISTORICAL OVERVIEW OF RIMINI

16° - early 19th Century

THE RIMINI OF THE MODERN AGE

- After a brief Venetian domination, Rimini became part of the Papal State. Palaces, religious buildings and functional artifacts, including the Gambalunga Library, were built.
- In 1672 and 1786 the city was hit by two strong earthquakes.
- In 1787 Napoleon entered Rimini.
- In 1815, in Rimini, Gioacchino Murat launched the "Proclamation of Rimini" to incite the Italians to independence.

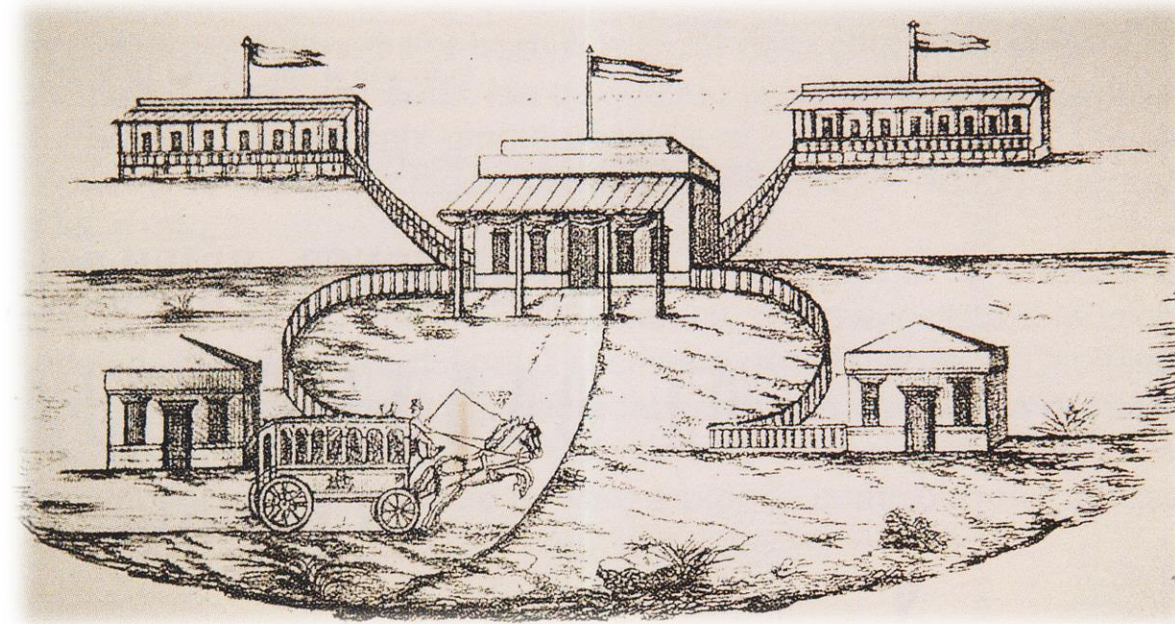


A HISTORICAL OVERVIEW OF RIMINI

1843-1873

RIMINI CONQUERING THE BEACH

- On the 30th of July 1843, after many difficulties, the first bathing establishment of Rimini and the whole Papal State was inaugurated.
- Quickly, this establishment became a model for the beaches that would arise later along the coast of the Adriatic Sea.



A HISTORICAL OVERVIEW OF RIMINI

1873-1900

PAOLO MANTEGAZZA AND THE CULT OF HEALTH AND PLEASURE AS THE BEGINNING OF A NEW ITALIAN TOURISM ERA

- In 1869 the writer and scientist Paolo Mantegazza was commissioned to design the reconstruction of the Maritime Bathing Establishment, inaugurated between 1873 and 1876.
- The establishment integrated the center reserved for medical treatments with spaces for the open air and with the Kursaal, the area destined for games and dancing.



A HISTORICAL OVERVIEW OF RIMINI

1900-1920

RIMINI AND «THE BELLE EPOQUE»

- At the beginning of the 1900s Rimini became the destination of many holidaymakers.
- Many small villas were built along the coastline and hotels, restaurants and places of entertainment were created.
- In 1906 the Grand Hotel was inaugurated and Rimini was increasingly chosen as a high-class European tourist destination.



A HISTORICAL OVERVIEW OF RIMINI

1920-1940

RIMINI DURING THE FASCIST REGIME

- Rimini became one of the icons of the health philosophy of Fascism, welcoming large masses of vacationers.
- The famous seaside colonies, whose regeneration is still largely debated today, were one of the symbols of this season which anticipated the mass tourism of the post-war period and which, for many families and children, represented, for better and for worse, the discovery of the sea.



A HISTORICAL OVERVIEW OF RIMINI

1943-1944

RIMINI RAVAGED

- Within the strategy to break through the Gothic Line, Rimini was hit by 11,510 air missions.
- More than 80% of Rimini was destroyed and thousands of civilians perished in the fighting and bombing.
- Between August 25 and September 30, 1944, one of the bloodiest battles of the entire Italian Campaign took place.
- Rimini was liberated on September 22, 1944.

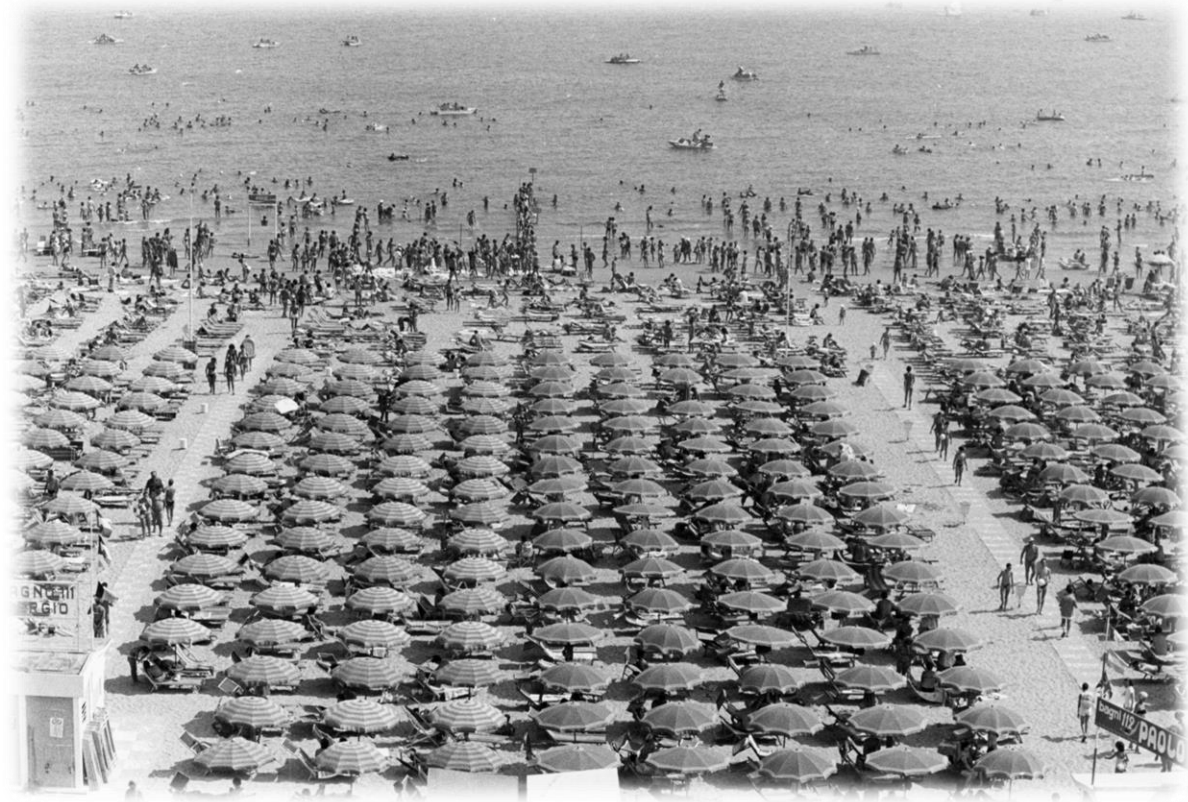


A HISTORICAL OVERVIEW OF RIMINI

1950-1970

THE AGE OF THE «MASS TOURISM»

- Rimini starts from the rubble of war to rebuild its image once again.
- The era of tourism for all began, accessible to all, based on the spirit of hospitality typical of this land.
- Numerous families flocked from the countryside to the city to undertake the business of tourism.
- It is the era of unrestrained urban and architectural development.



A HISTORICAL OVERVIEW OF RIMINI

1970-1990

RIMINI AS THE «DIVERTIMENTIFICIO»

- In the seventies the fame of the Riviera Romagnola reached its peak as the "factory" of the most avant-garde fashions and trends.
- Also because of the environmental crisis due to mucilage (1989-1991), Rimini reformed its image by offering itself as the largest "entertainment center" in Italy, a place for young people, nightlife, movida.



A HISTORICAL OVERVIEW OF RIMINI

1980-2000 TO «RIMINIZE»

- In the 80's the massive urbanization carried out by Rimini raised a new word in the Italian Vocabulary: "Riminizzare".
- The meaning of this verb was "Wild cementing or excessive tourist exploitation of a place with consequent environmental and landscape degradation of the same. Derived from the name of the city of Rimini, an important seaside resort that after World War II was affected by a vast phenomenon of building speculation and mass tourism."



A HISTORICAL OVERVIEW OF RIMINI

2000-2010

TOWARDS A NEW TOURISM BEYOND THE SUMMER SEASON

- The beginning of the new millennium saw the construction of important structures such as the new Fair, now become a trade fair center of international importance, the Palacongressi, one of the most innovative in Europe.
- These structures brought Rimini towards a progressive growth of a tourist off-season offer, which even today is pursued through further strategies of tourism development 365 days a year.



WHAT IS RIMINI BECOMING TODAY?

2

**HOW RIMINI HAS BEEN
CHANGING DURING
THE LAST 15 YEARS?**

WHERE WE STARTED FROM

WITH THE PASSING OF THE DECADES
THE "RIMINI MACHINE" WAS AGING
AND ITS IMAGE WAS FADING

Not only was Rimini's image blurring in the eyes of the world but also in the eyes of the Rimini citizens...

There were specific signs of mistrust:

- ✓ Very short-term investments
 - ✓ Position income
 - ✓ Real estate income
- ✓ Absence of creative investments

The INSTITUTIONAL PROMOTING COMMITTEE signed the Protocol for starting the Strategic Plan Process:

*Municipality of Rimini,
Province of Rimini,
Chamber of Commerce,
Local Bank Foundation
Emilia-Romagna Region (2012)
University of Bologna (2019)*

The contents of the Protocol defined the Plan as:

- ✓ A pact among all those who have responsibilities
 - ✓ A voluntary act
 - ✓ A long-term path
- ✓ A process having a participatory character
- ✓ A cultural and political act, but *super partes* and not partisan

...all the intermediate bodies (69 economic, social, cultural, professional, environmental associations) constituted the

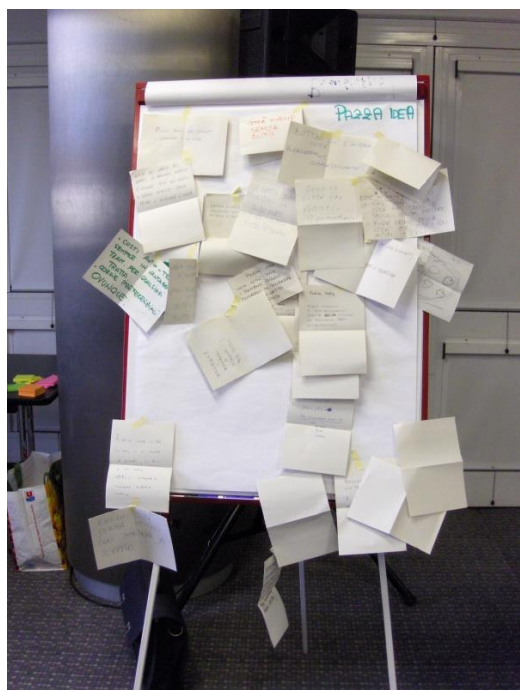
STRATEGIC PLAN FORUM THEY SUBSCRIBE TO THESE BASIC PRINCIPLES

- ✓ Contrast land rent by favouring development and renewal
- ✓ To break free from pessimism, inspire hope and confidence, create points of attraction
- ✓ To create shared leadership among executives, politicians, economists chosen from among those who envisioned opportunities where others saw only problems
 - ✓ To enhance investors' confidence, citizens' self-esteem, long time strategizing
 - ✓ To intervene on the existing, giving it new uses and a new dynamism
 - ✓ To research the style and identity of the city

PARTICIPATORY APPROACH IN THE STRATEGIC PLAN

2008-2010

- INTERVIEWS
- SCIENTIFIC COMMITTEE
- SECTOR EXPERTS
- WORKING GROUPS WITH MORE THAN 600 STAKEHOLDERS



AN EVALUATION AND A SCORE WERE GIVEN TO THE SINGLE PROPOSED ACTIONS



PRELIMINARY ASSESSMENT OF THE ACTIONS

PARAMETRO	RANGE	CRITERI DI VALUTAZIONE	PUNTEGGIO
A. RATIO	0-20%	Viene valutata l'importanza dell'azione rispetto al perseguimento della strategia generale anche in relazione ad altre azioni/macro-azioni.	
A1. Rapporto con la strategia e la macro-azione	0-10	Impatto sulla strategia generale e sul perseguimento degli obiettivi di fondo del Piano	da 0 (assente) a 10 (fondamentale)
A2. Interazione con altre macro-azioni/azioni	0-5	Relazione con altre macro-azioni/azioni, con valutazione sia del numero delle relazioni sia del grado di coerenza e propedeuticità	da 0 (assente) a 5 (propedeutica ad altre azioni rilevanti)
A3. Possibili soluzioni alternative	0-5	Esistenza di azioni alternative alla azione in grado di perseguire i medesimi obiettivi	da 0 (alternativa facilmente praticabile) a 5 (inesistenza di alternative)
B. ATTESE DEGLI STAKEHOLDERS	0-15%	Viene valutato il grado di interesse e di attesa riscontrabile presso i principali portatori di interesse istituzionali e non	
B1. Interesse degli stakeholders istituzionali	0-10	Viene registrata l'attesa di interesse e di disponibilità da parte dei promotori del Piano Strategico	da 0 (insussistente) a 10 (massima)
B2. Interesse per altri stakeholders	0-5	Viene registrata l'attesa di interesse e di disponibilità da parte degli altri possibili portatori di interesse e il grado attuale di evidenza di tale attesa	da 0 (insussistente) a 5 (alta, palese e largamente diffusa)
C. ASPETTI REALIZZATIVI	0-20%	Viene valutato il grado di fattibilità operativa della azione	
C1. Vincoli tecnici	0-6	Viene registrato il grado di esistenza di ostacoli/vincoli di natura tecnica che possano limitare, allo stato attuale, la realizzazione dell'azione	da 0 (esistenza di fortissimi limiti e ostacoli) a 6 (assenza di vincoli)
C2. Interesse di soggetti attuatori/proponenti	0-3	Viene registrata l'esistenza di soggetti che possano promuovere o attuare la azione. Viene registrata quindi la presenza nell'ambito locale di soggetti disposti a sostenere l'azione	da 0 (inesistenti) a 3 (presenti e fortemente interessati)
C3. Presenza di competenze di enti/associazioni quali soggetti realizzatori/gestionali	0-3	Viene misurata l'esistenza di competenze locali, in termini di conoscenze e risorse tecniche ed umane, che siano in grado di realizzare e/o gestire l'azione	da 0 (assenza di competenze) a 3 (presenza di competenze qualificate)
C4. Tempi di avvio	0-5	Viene valutata la tempistica di avvio e l'orizzonte temporale di realizzazione della azione (breve, medio e lungo termine)	da 0 (tempi lunghi di avvio e lungo termine) a 5 (avvio immediato e breve termine)
C5. Rapporti con piani e progetti in corso e previsti	0-3	Viene registrata l'esistenza di altri piani, progetti e programmi in cui l'azione si può iscrivere o con cui può interagire	da 0 (assenza di relazione) a 3 (facilmente integrabile)

SCORING OF THE ACTIONS

1 UN NUOVO RAPPORTO CON IL MARE	Azioni direttamente promosse dal Piano Strategico				
	PARCO DEL MARE				
	1.1.	1.2.	1.3.	1.4.	
	Realizzazione di un Parco Urbano attrezzato tra la linea a monte del lungomare e la zona delle cabine	Riqualificazione dell'offerta ricettiva	Sviluppo dell'attività di Sea Wellness	Creazione di un sistema diffuso di Spa marine	
TOTALE VALORE STRATEGICO AZIONE	max. 35	34	33	31	30
RATIO	20	20	19	18	19
Rapporto con la strategia e macro-azione	10	10	10	10	10
Interazione con altre azioni/macro-azioni	5	5	4	5	4
Soluzioni alternative	5	5	5	3	5
ATTESE DEGLI STAKEHOLDERS	15	14	14	13	11
Interesse per gli stakeholders istituzionali	10	9	9	8	6
Interesse per altri stakeholders	5	5	5	5	5
TOTALE COMPLESSITÀ ORGANIZZATIVA AZIONE	max. 65	36	43	41	26
ASPETTI REALIZZATIVI	20	11	16	17	8
Vincoli tecnici	6	3	4	6	2
Interessi di soggetti attuatori/proponenti	3	2	3	2	2
Presenza di competenze locali di enti/associazioni quali soggetti attuatori/gestionali	3	2	3	2	1
Tempi di avvio	5	3	4	5	2
Rapporti con piani/progetti in corso o previsti	3	1	2	2	1
IMPATTI AMBIENTALI E SOCIALI	20	16	13	10	7
Miglioramento fattori ambientali (ecologici) e della salute	5	4	3	1	0
Assenza di rischi per l'ambiente e per la salute	5	5	4	4	2
Vivibilità e attrattività urbana e territoriale	5	5	5	5	5
Welfare e coesione sociale	5	2	1	0	0
FATTIBILITÀ ECONOMICA E FINANZIARIA	20	6	12	10	11
Costi di investimento	5	0	0	2	1
Costi di gestione	3	1	3	1	3
Benefici economici diretti per gli investitori	4	1	4	3	3
Benefici economici indiretti per gli investitori/comunità locale	3	3	3	3	3
Contributi e finanziamenti esterni	5	1	2	1	1
ASPETTI AMMINISTRATIVI	5	3	2	4	0
Vincoli amministrativi	3	2	1	2	0
Accordi amministrativi	2	1	1	2	0



The 2007-2027 Strategic Plan document was unanimously approved by the City and Provincial Councils and the governing bodies of the Chamber of Commerce and the Bank Foundation.

RIMINI VENTURE 2027: 6 STRATEGIC SCOPES AND 64 PROJECT LINES

>>TERRITORIAL RECOMPOSITION<<

The wide Rimini, Valmarecchia and Valconca, the Marecchia River Contract

>>SEA – TOURISM<<

The sea, the waterfront and the most innovative tourist thinking in Italy

>>URBAN MOBILITY<<

Rationalization of car use and introduction of a new culture of soft mobility-active mobility

>>URBAN ATTRACTIVENESS<<

The historical center, Rimini rediscovers the value of its ancient heart

>>WELFARE<<

A city that is committed to the well-being of all citizens commencing with the most vulnerable.

>>INNOVATION<<

Job, Businesses - Innovation, Rimini uses innovation to drive growth



IN JUNE 2011...THE MUNICIPAL GOVERNMENT CHANGED

The new Administration assumed the Strategic Plan's addresses and the Mayor's lines of mandate and votes the

STRATEGIC MASTERPLAN

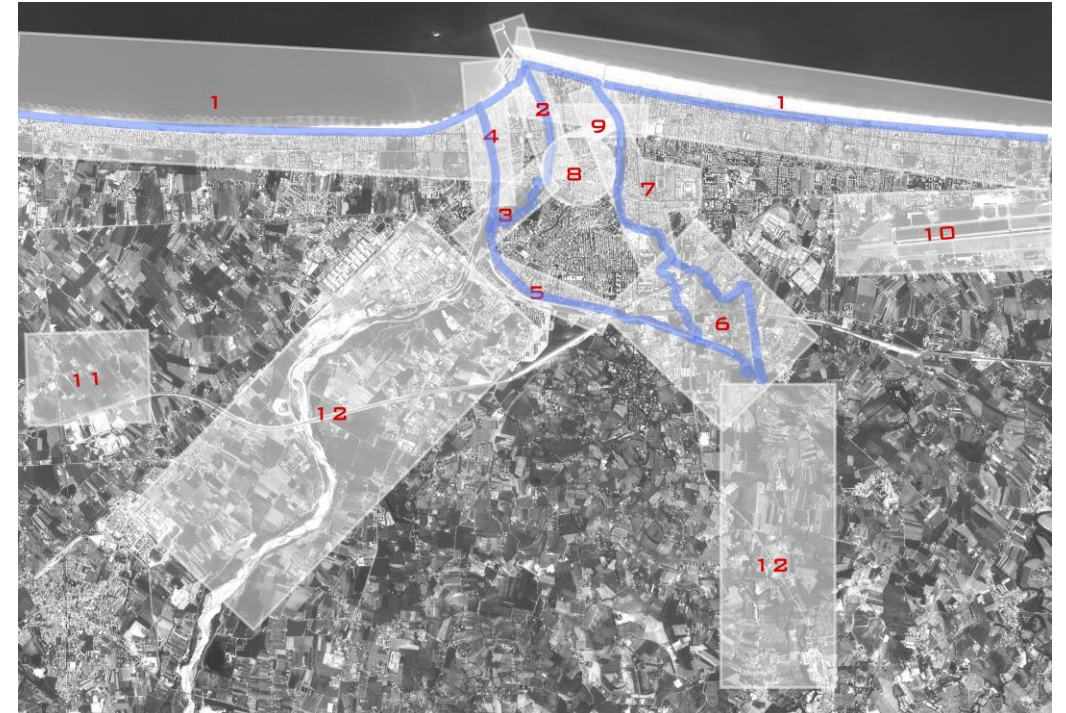
The paradigms of urban development and land use change:
FROM A MASSIVE EXPANSION TO A GREEN SPREAD REGENERATION

STRATEGIC MASTERPLAN 12 AREAS OF INTERVENTION

1. Waterfront
2. Canal port
3. Marecchia Park
4. Marecchia diverter
5. Ausa deviator
6. Red Cave
7. Ausa Park
8. Historical center
9. Station
10. Airport

11. Manufacturing areas
12. Water Spokes

For each area the Masterplan defines
OBJECTIVES;
DESIGN;
CONDITIONS OF FEASIBILITY.



THE GUIDELINES OF THE STRATEGIC URBAN MASTER PLAN

IT TRANSLATED THE EXPECTATIONS OF THE
STRATEGIC PLAN INTO THE SPATIAL DIMENSION
WITH 4 MAIN FOCI:

New mobility regulating development and
projects;

The historic center transforming places and
containers into "cultural engines";

The waterfront strengthened by the quality of the
environment, the clean sea, the change of
function of 300ha of urban space;

Suburbs connected safely with the city.



In 2013

Alongside the Promoter Committee and the Rimini Venture Forum,

the Strategic Plan Agency Ltd

was created as an operational arm to facilitate the implementation of the Strategic and Urban Plans

The transformation of the Ltd into a **participatory foundation** was finalized last July

THE COMMUNITY PARTICIPATION WENT ON...

....mostly in reference to the specific projects
e.g. by installing offices temporarily located in the areas involved



TODAY...

RIMINI IS

A CITY IN CHANGE

WITH MANY URBAN, CULTURAL AND ENVIRONMENTAL

REDEVELOPMENT PROJECTS UNDERWAY

ART – CULTURE – ENVIRONMENTAL SUSTAINABILITY FOR AN ATTRACTIVE RIMINI 365 DAYS A YEAR

Città di Rimini

ONGOING INVESTMENTS

THE SEA PARK

In the spring of 2019, work began on the Sea Park with the regeneration of Rimini's waterfront (over 15 km of waterfront). The largest natural area dedicated to wellness in Europe. Public Investments for c.a. 80 million euros.

VALORIZATION OF THE HISTORICAL CENTER

Investments of over 150 million euros are being made in the city's historic center. Cultural engines instead of real estate engines.

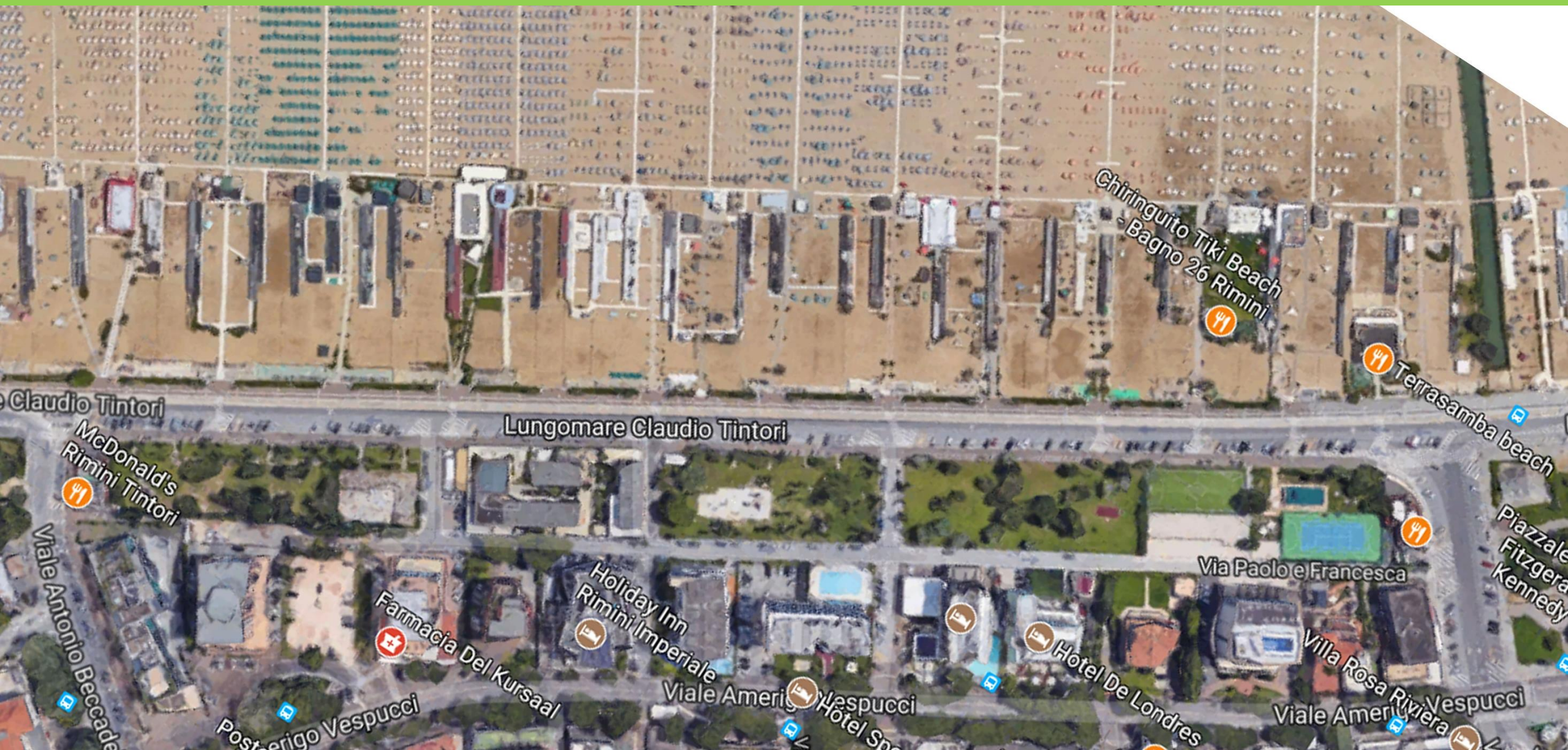
BATHING PROTECTION PLAN

Through interventions for a total expenditure of more than 150 million euros, the most important project for the modernization of the sewage system currently underway in Italy is nearing completion.

**The Sea Park: an extraordinary GREEN PLATFORM of hospitality and
services for tourism and trade fair/congress business**

365 days a year

THE PAST OF RIMINI SEASIDE



THE PRESENT OF THE RIMINI "SEA PARK" – ONGOING PROJECT

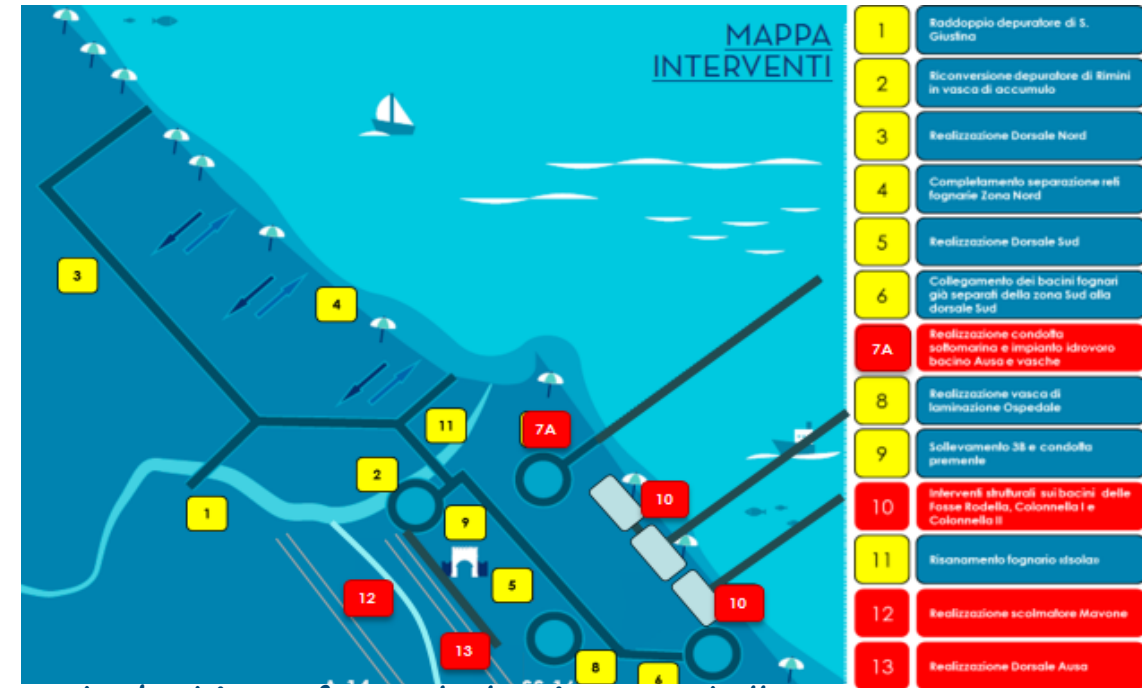
300 ha of waterfront transformed



THE BATHING SAFEGUARD PLAN – ONGOING PROJECT

SEWAGE SYSTEM AND ENVIRONMENTAL REMEDIATION

- Carried out by Hera and the Municipality of Rimini together with Romagna Acque and Amir, the Optimized Bathing Safeguard Plan (PSBO) includes more than **400 mio in investments** and is the largest water reclamation project currently underway in Italy
- The Plan consists of **13 structural interventions** on sewer pipelines and treatment plants to which three additional interventions have been added over time, which will allow the mitigation of hydraulic risk
- The goal is to **eliminate bathing bans** and **reduce by 90% the polluting impact of water discharged into the sea** when it rains, ensuring the sustainability of the water service that, in the Riviera, copes with 18 million overnight stays each year
- Thanks to the **7 interventions already completed**, 4,000 meters of beach were "freed" from bathing bans.



The bathing safeguard plan in a nutshell



**400 mio
investment**



**45 km of
new
sewerage**



**4,000
properties
with sewer
upgrades**

THE SEWAGE SYSTEM NEW PLAN – ONGOING PROJECT



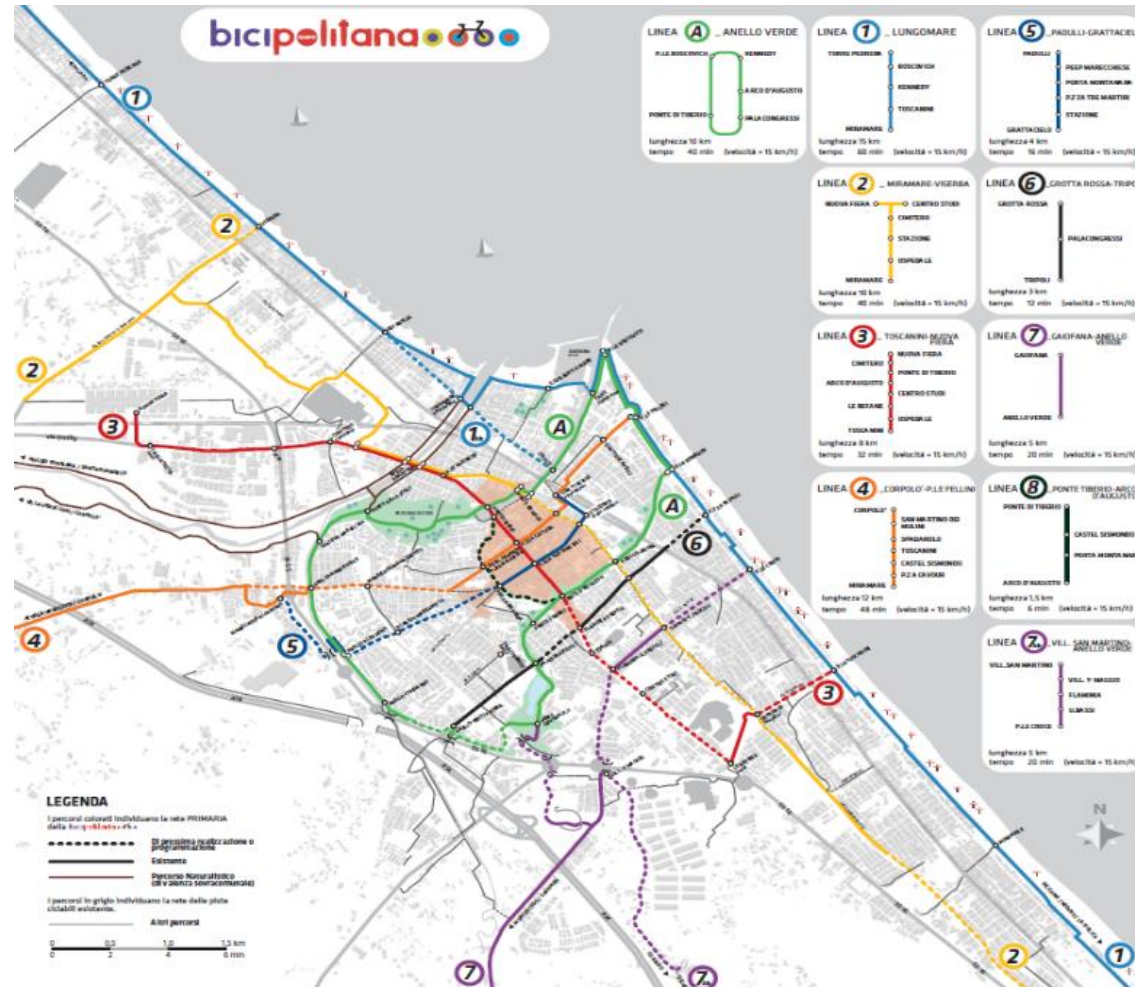
Piazzale Kennedy: in the heart of Rimini's marina, a major **35,000 cubic meter** storage infrastructure has been built. A Belvedere has risen above the basin. Two other tanks are under construction

The project was cited among the **good practices** in the report for Sustainable Development defined by the UN General Assembly among the Goals of the UN 2030 Agenda (**Goal 14 "Life below water"**)



**An extension is being studied:
SOUTH up to Cattolica
NORTH up to Bellaria**

THE BIKE PLAN



AND OTHER PROJECTS...

THE INTERNATIONAL FEDERICO FELLINI MUSEUM

- (A)** Historical Centre
- (B)** Tiberius Bridge
- (C)** Canal Harbour
- (D)** Places of innovation



AND OTHER PROJECTS...THE REGENERATION OF THE DOWNTOWN AND THE CULTURAL ENGINES

The requalification of an entire quadrant of the city to host the new international and interactive museum dedicated to Federico Fellini

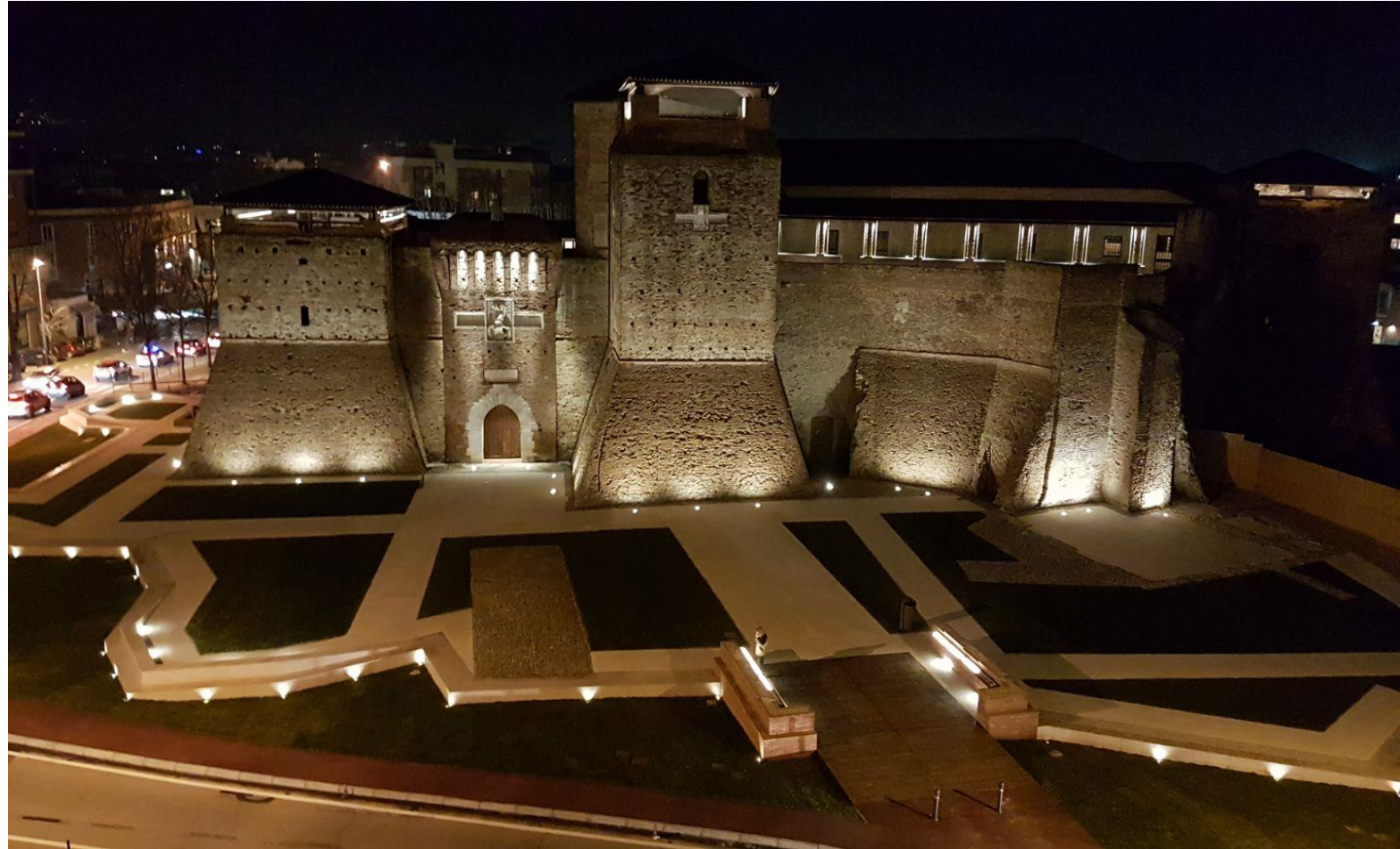
- A. Fulgor House of Cinema
- B. Sismondo Castle
- C. Square of Dreams
- D. Galli Theatre



THE INTERNATIONAL FEDERICO FELLINI MUSEUM – SISMONDO CASTLE

Castel Sismondo was built at the behest of Sigismondo Pandolfo Malatesta in 1437. Shortly after work began, Filippo Brunelleschi, who was called to Rimini in 1438 to carry out inspections of the main fortresses of the seignory, was consulted.

In the area in front of the castle began in 2016 a major redevelopment in three steps: the first completed in December 2017, the second (so-called castle garden) finished in spring 2019. The third one was finished in 2021.



THE SISMONDO CASTLE BEFORE.....



THE SISMONDO CASTLE BEFORE.....



THE SISMONDO CASTLE BEFORE.....



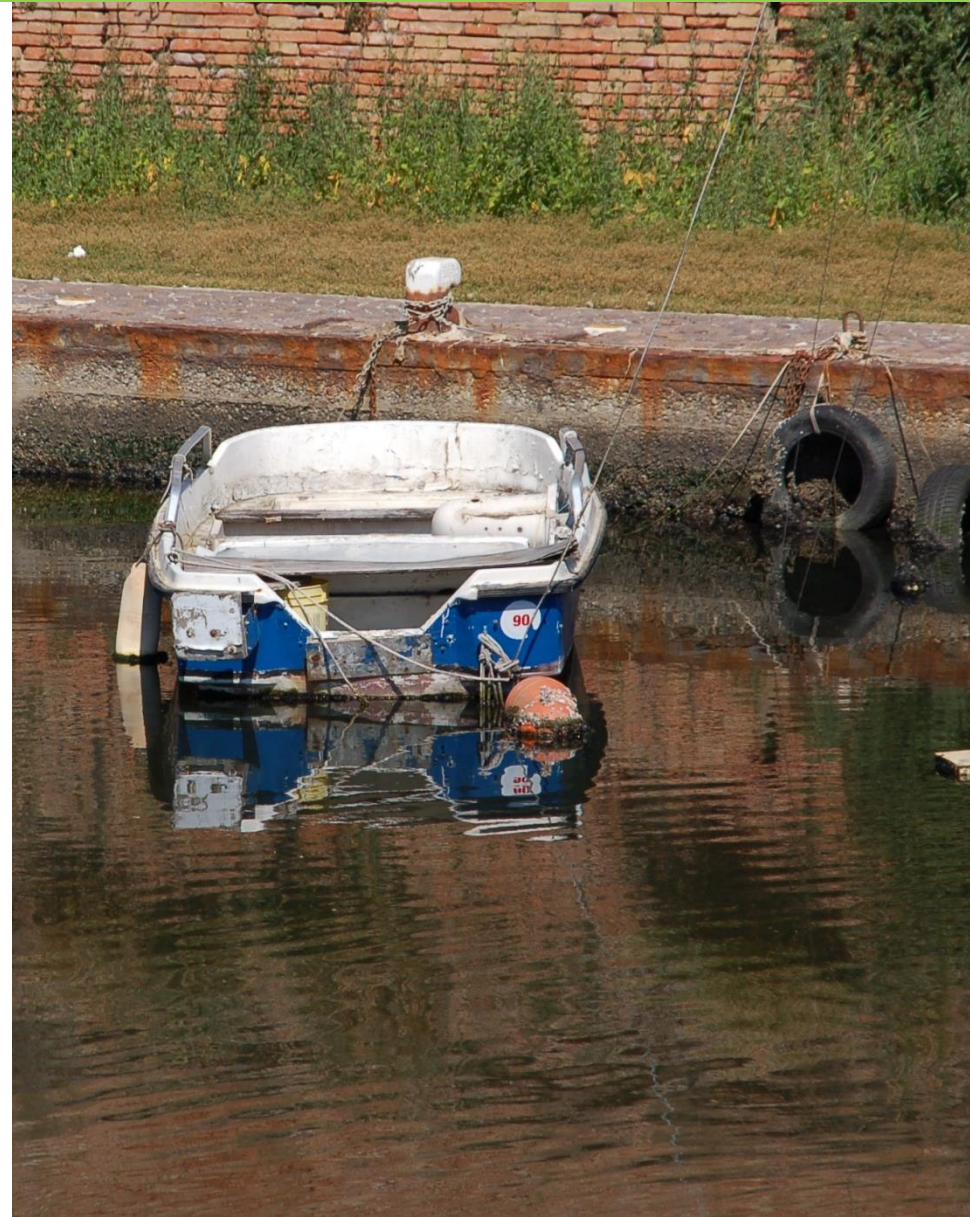
THE SISMONDO CASTLE AREA NOW.....



THE SISMONDO CASTLE AREA NOW.....



AND OTHER PROJECTS: THE AREA OF TIBERIUS BRIDGE BEFORE....



AND OTHER PROJECTS: THE AREA OF TIBERIUS BRIDGE NOW



AND NOT ONLY RIMINI BUT ALSO ITS INLAND AREAS.....

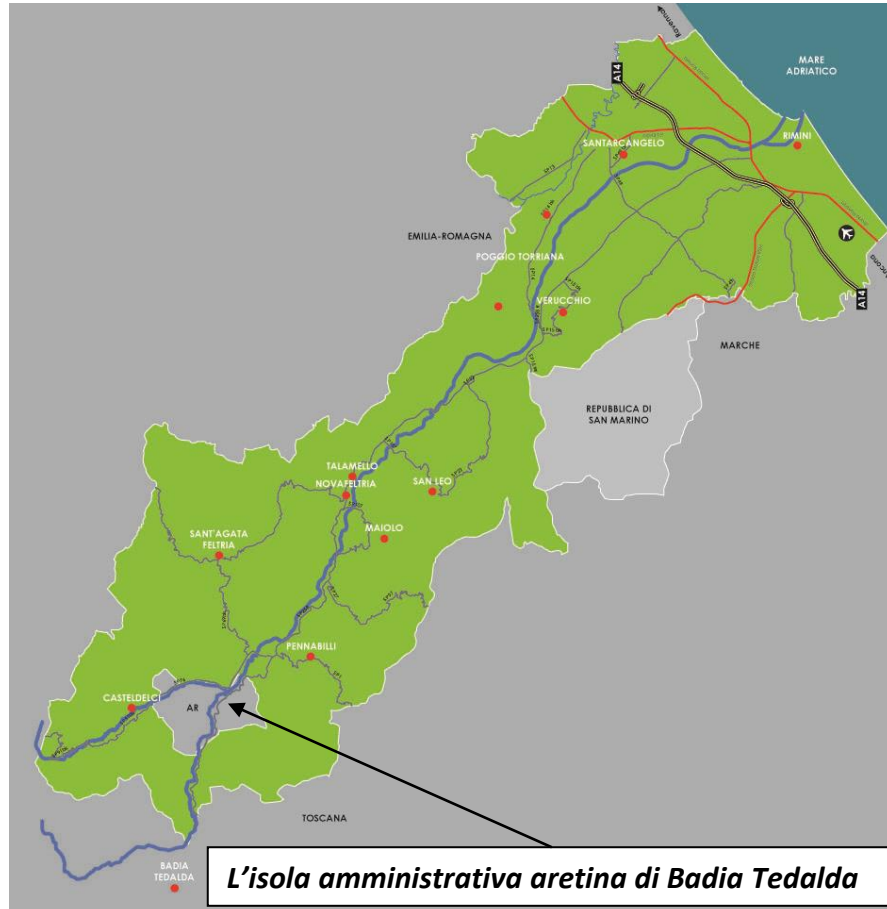


**MEMORANDUM OF
UNDERSTANDING FOR THE
ELABORATION OF THE STRATEGIC
PLAN AND THE RIVER CONTRACT
VALMARECCHIA**



**Undersigned in Rimini on November 6, 2013 by the
Emilia-Romagna Region, the Province of Rimini, the
Municipalities of Rimini, Santarcangelo, Poggio Torriana,
Verucchio, San Leo, Novafeltria, Maiolo, Sant'Agata
Feltria, Talamello, Pennabilli, Casteldelci, the
Municipality of Badia Tedalda (AR) and the Association
Forum Strategic Plan Rimini Venture**

THE STRATEGIC PLAN OF THE MARECCHIA VALLEY...



- Transition of the Alta Valmarecchia from Marche to Emilia-Romagna
- Strategic planning process of the valley
- New territorial realities and new co-planning tools (LAGs, internal areas, ...)
- The Marecchia River is perceived as the identity element of the valley.
- The valley, divided into 10 municipalities, has a population of about 200,000 inhabitants of which about 145,000 are concentrated in the municipality of Rimini. The Marecchia river stretches for 70 km in a valley area of 328 km and 55.5 inhabitants per square kilometer.

AND OTHER....THE RIVER MARECCHIA CONTRACT...

To promote an integrated and participated management of the environmental resources of the territories connected to the watercourse, acting in multiple areas:

- ✓ protection of natural environments and water,
- ✓ soil protection and protection from hydraulic risk
- ✓ protection and enhancement of the identity features of the landscape of the Valmarecchia

...TO THEN (2020), THE "SUSTAINABLE" VALUE GENERATED

LANDSCAPE, ENVIRONMENTAL, CULTURAL VALUE

A new urban landscape environmentally-friendly and respectful of our genius loci; a new quality of life for both permanent and temporary citizens.

ECONOMIC VALUE

Rimini was able to attract economic resources on its projects for more than € 200 million -
Able to activate investments for about € 500 million

SOCIAL - PARTICIPATORY VALUE

Hundreds of meetings, workshops, conferences, with the registered participation of thousands of people, took place to define this development trajectory.

AND OTHER....THE PROVINCIAL AGREEMENT FOR EMPLOYMENT AND CLIMATE...

Patto per il Lavoro e per il Clima Provincia di Rimini

Promotore istituzionale



Coordinamento tecnico



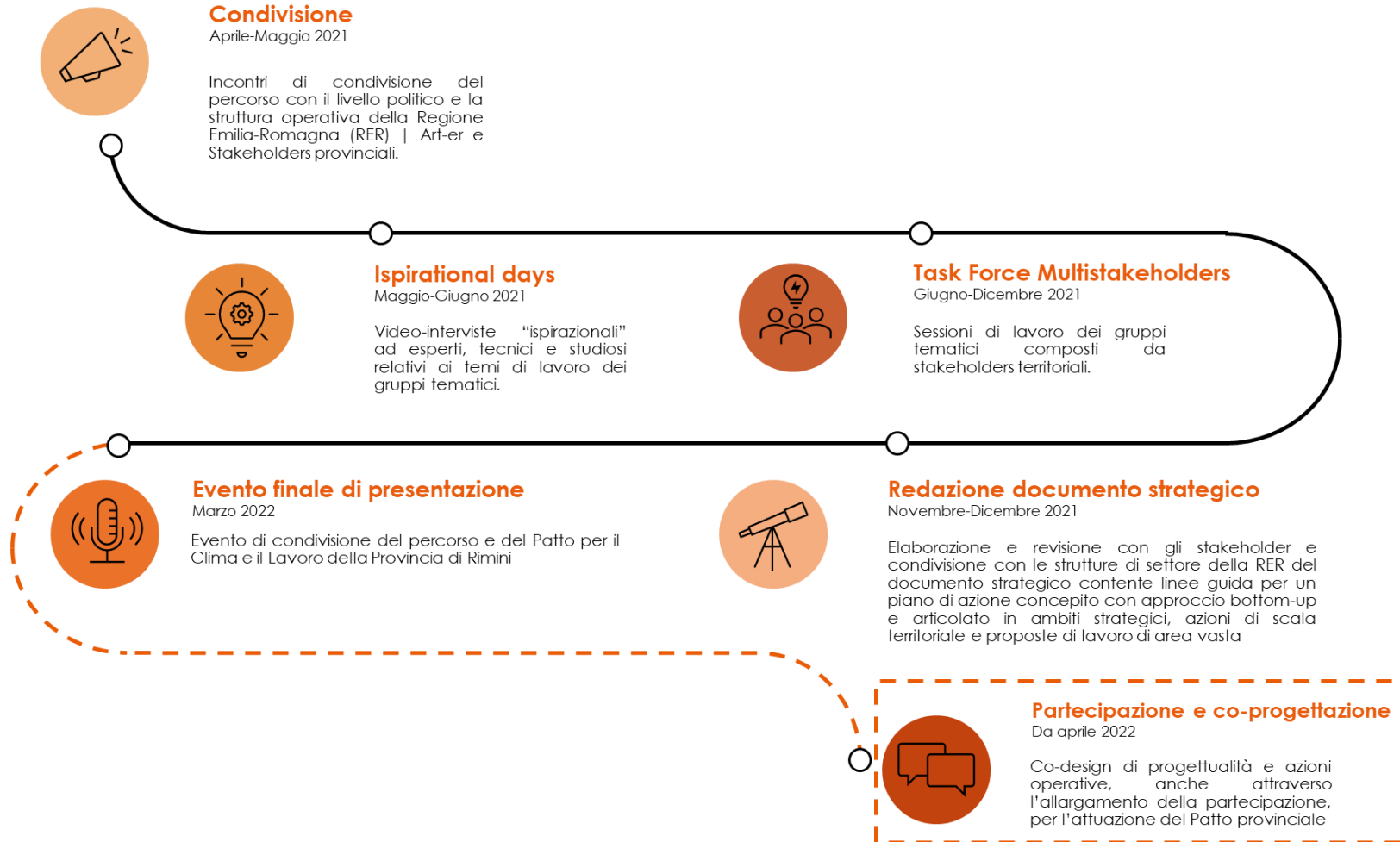
In collaborazione con



THE PROVINCIAL AGREEMENT FOR EMPLOYMENT AND CLIMATE...THE GOALS

- Territorialization of the regional strategic objectives in the Rimini area.
- Development of shared and coordinated territorial and wide area actions
- Construction of strategies and actions in line with the new national and European financial measures (PNRR, EU Funds 2021-2027...etc)

THE PROVINCIAL AGREEMENT FOR EMPLOYMENT AND CLIMATE...THE PROCESS



AND OTHER....THE STRATEGIC PLAN OF THE ROMAGNA SUB-REGION...

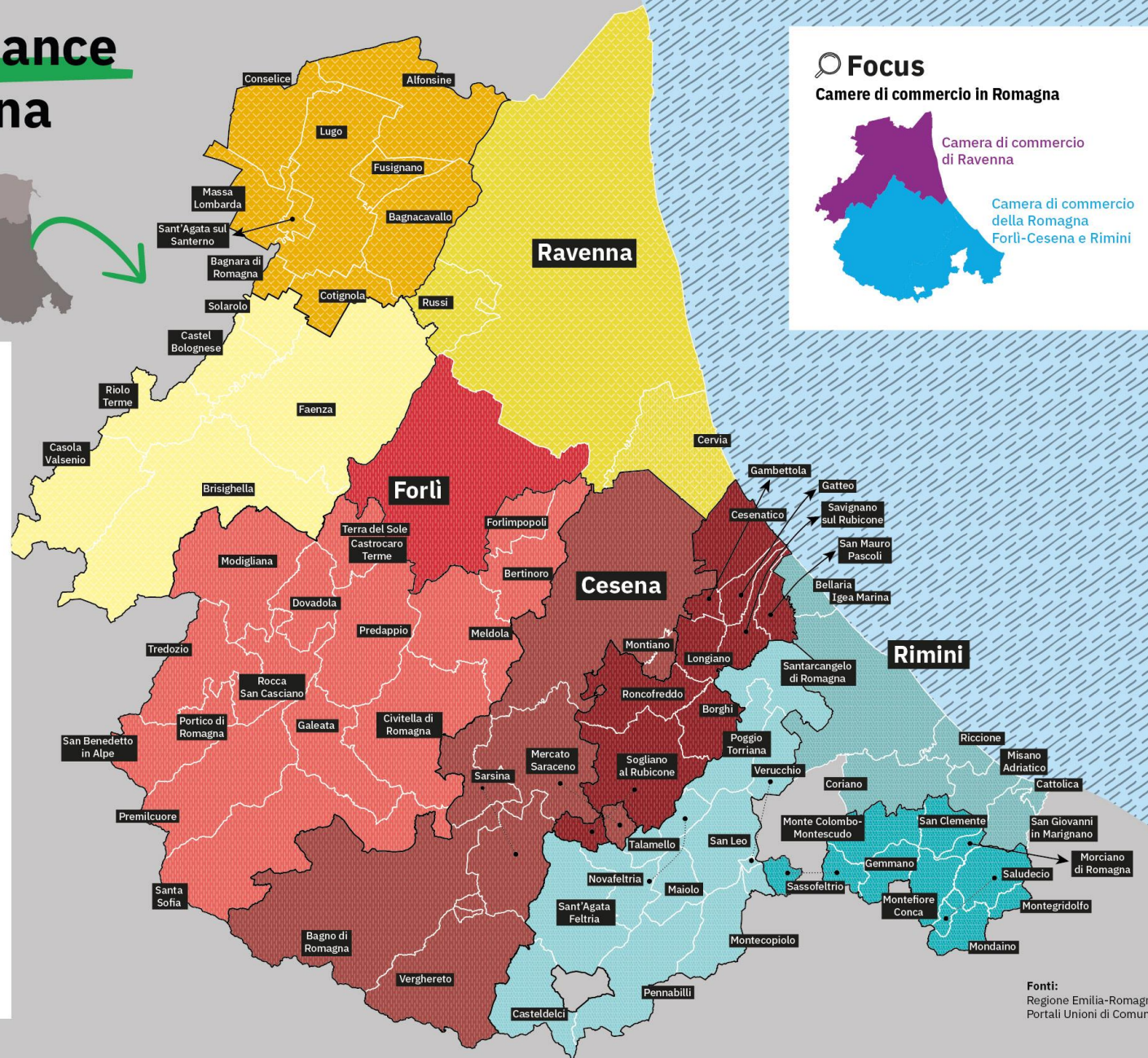


THE FIRST INTER-PROVINCIAL LABORATORY ON STRATEGIC PLANNING IN ITALY

La governance in Romagna



-  Provincia di Ravenna
-  Provincia di Forlì-Cesena
-  Provincia di Rimini
-  Comuni non aderenti ad Unioni RA
-  Comuni non aderenti ad Unioni FC
-  Comuni non aderenti ad Unioni RN
-  Unione dei Comuni della Bassa Romagna
-  Unione della Romagna Faentina
-  Unione di Comuni della Romagna Forlivese
-  Unione dei Comuni Valle del Savio
-  Unione Rubicone e Mare
-  Unione di Comuni Valmarecchia
-  Unione di Comuni della Valconca



Focus

Camere di commercio in Romagna



Fonti:
Regione Emilia-Romagna
Portali Unioni di Comuni

THE STRATEGIC PLAN OF THE ROMAGNA SUB-REGION...THE GENERAL AND SECTORIAL VISIONS...STAY TUNED!

Vision del Piano Strategico Romagna Next e dei suoi ambiti

ROMAGNA NEXT: LA PRIMA AREA VASTA METROPOLITANA DI ITALIA, TERRA DOVE SI STA BENE E SI VIVE BENE

SALUTE UNICA E WELFARE COMUNITARIO
Romagna Next: un'eccellenza nella salute unica e nel welfare comunitario.

ACQUA
Romagna Next: l'acqua è una risorsa disponibile per tutto il territorio.

MOBILITÀ
Romagna Next: dove muoversi è comodo per le persone e competitivo per le aziende.

TRANSIZIONE ECOLOGICA ED ENERGETICA
Romagna Next: un territorio che contribuisce attivamente alla transizione ambientale e alla sicurezza energetica del Paese.

POLITICHE ABITATIVE
Romagna Next: dove l'abitare in tutti i quartieri, paesi e borghi è accessibile a tutti ed è un'esperienza viva di comunità che favorisce condivisione, scambi, relazioni reciproche tra persone, in una logica di mutua solidarietà e di cittadinanza attiva e corresponsabile.

RIGENERAZIONE TERRITORIALE
Romagna Next: un territorio armonico e rigenerato dove le persone vivono bene, lavorano bene e si relazionano come una comunità.

SICUREZZA URBANA
Romagna Next: la sicurezza è una responsabilità e un impegno comune.

POLITICHE DI GENERE
Romagna Next: dove la parità di genere non è più un obiettivo ma una realtà.

POLITICHE GIOVANILI
Romagna Next: dove i giovani sono messi nelle condizioni per essere co-protagonisti nella comunità territoriale.

FORMAZIONE E LAVORO
Romagna Next: talenti e lavoratori di tutti i livelli e di tutte le età scelgono la Romagna e sono un'avanguardia dei suoi settori produttivi e delle sue istituzioni pubbliche.

CULTURA E INDUSTRIE CULTURALI E CREATIVE
Romagna Next: la cultura è un abilitatore di innovazione e di benessere territoriale.

AGROINDUSTRIA
Romagna Next: un'agricoltura eccellente per il pianeta e per le persone che contribuisce ad una nuova vita delle aree interne.

TURISMO
Romagna Next: un territorio leader tutto l'anno nel mercato turistico, totalmente interconnesso e facilmente raggiungibile, dove le imprese della filiera turistica agiscono organizzate in modo strategico per effetto di una sinergia di reti tra privati che operano in collaborazione con il pubblico.

IMPRESA
Romagna Next: dove tutte le imprese competono sul mercato in rete tra loro e col territorio.

DIGITALIZZAZIONE PA
Romagna Next: le tecnologie digitali sono ovunque, di tutti e per tutti.

GOVERNANCE E INNOVAZIONE DI AREA VASTA
Romagna Next: la prima area vasta metropolitana di Italia.



FOCUSING ON THE NEAR FUTURE

3

**HOW RIMINI IS TRYING
TO CHANGE INTO A
GREEN&BLUE
TOURIST DESTINATION**

FOCUSING ON THE NEAR FUTURE

"RIMINI, the GREEN&BLUE DESTINATION.

City of the SEA for the green&blue economy“

**Urban Transformational Agenda for Sustainable
Development – ATUSS OP5 PR ERDF 2021-27**

**In coherence with the values of the New European Bauhaus
(beautiful, sustainable, inclusive)**

FOCUSING ON THE NEAR FUTURE – The New ATUSS 2021-2027

**IN 2030, FROM THE GREEN&BLUE SOUL OF RIMINI, THE SEA WILL BE THE REAL “ENGINE”
FOR A NEW ECONOMIC, SOCIAL AND ENVIRONMENTAL ATTRACTIVENESS.**

FOCUSING ON THE NEAR FUTURE – The New ATUSS

2021-2027 – Our Common Guiding Stars



FOCUSING ON THE NEAR FUTURE – The New ATUSS

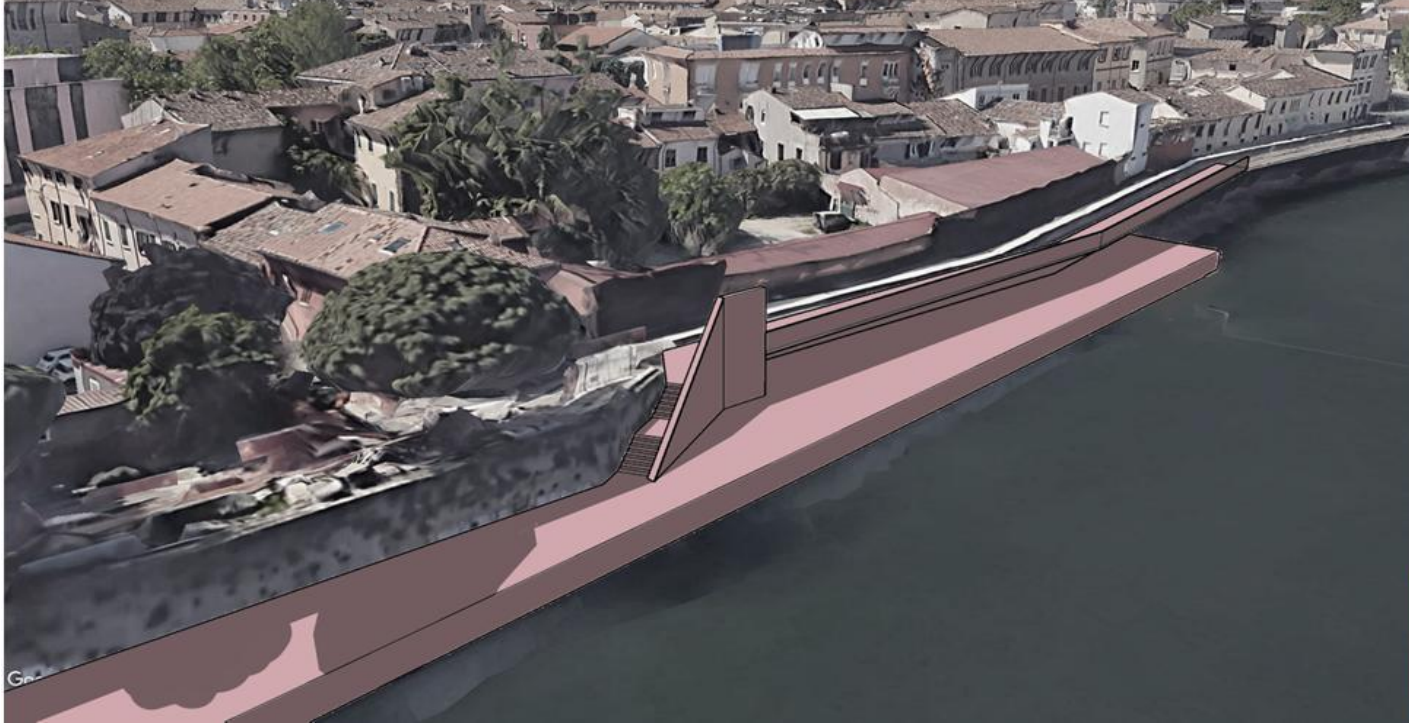
2021-2027 – The origins

A specific participatory process conducted in the San Giuliano Mare area starting in 2019 is ensuring a wide networks of relationships, with a multi-actor approach for the activation of a community capable of generating social innovation processes, which will sustain the strategy. An example is what is happening with the revitalization of the green area of the Hotel delle Nazioni.



FOCUSING ON THE NEAR FUTURE – The New ATUSS

2021-2027 – Infrastructural interventions



Realizing an urban "blue boulevard", from the Tiberius Bridge to the Resistance Bridge, and improve safety and services for the docks area.

Costo totale dell'intervento

5.000.000,00 €

Spesa per investimento

Contributo PR FESR 2021-2027

4.000.000,00 €



FOCUSING ON THE NEAR FUTURE – The New ATUSS 2021-2027 – Infrastructural interventions

Physical redevelopment
of the San Giuliano
waterfront as a part of
the Parco del Mare
project.



Costo totale dell'intervento
1.862.500,00 €

Spesa per investimento

Contributo PR FESR 2021-2027
1.490.000,00 €



FOCUSING ON THE NEAR FUTURE – The New ATUSS

2021-2027 – Infrastructural interventions

Upgrading of the slipway within Rimini's canal port, with the aim of ensuring adequate safety conditions, protecting the working conditions of sea operators and safeguarding the environment.

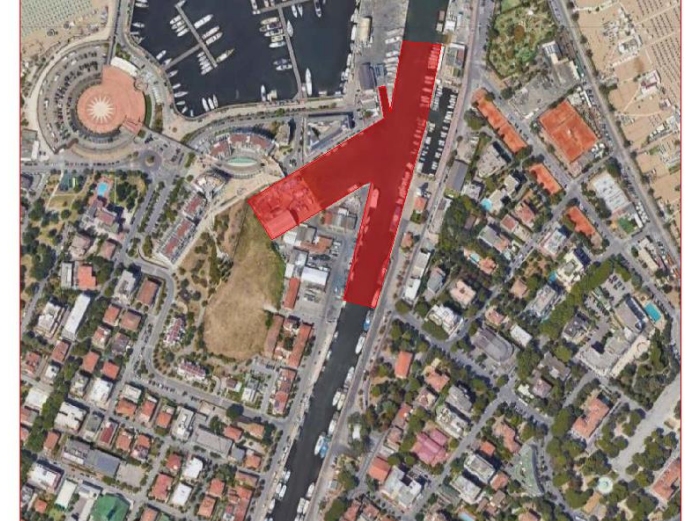
Costo totale dell'intervento

412.500,00 €

Spesa per investimento

Contributo PR FESR 2021-2027

330.000,00 €



FOCUSING ON THE NEAR FUTURE – The New ATUSS

2021-2027 – Infrastructural interventions



A conservative restoration and adaptation of a fishing shack to host pilot activities on green and blue economy, mainly targeted to children and young people.

Costo totale dell'intervento
225.000,00 €

Spesa per investimento

Contributo PR FESR 2021-2027
180.000,00 €



FOCUSING ON THE NEAR FUTURE – The New ATUSS

2021-2027 – THE RIMINI BLUE LAB

RIMINI BLUE LAB will develop direction, empowerment and coordination activities on the theme of the blue economy in the Rimini area, in synergy with the initiatives activated at the regional and national level on the subject.

The Lab acts as a hub of social innovation and territorial direction that, by promoting a new relationship with the sea, redefines the educational and cultural assets of the Rimini community, towards new values, behaviors, responsibilities and professions oriented towards the blue economy.

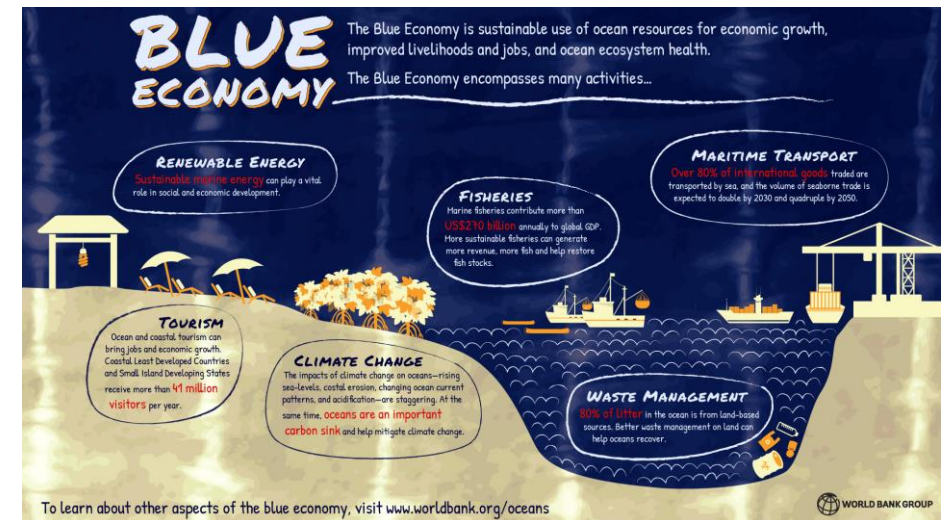
Costo totale dell'intervento

875.000,00 €

Spesa per gestione dei servizi

Contributo PR FSE + 2021-2027

700.000,00 €



INTERACTION MAP



ATUSS "Rimini di verde e di blu. Città di mare per l'economia verde e blu"

PR FESR 21-27 priorità 4 azione 5.1.1
IN COERENZA CON I VALORI DEL NEW EUROPEAN BAUHAUS
(Beautiful - Sustainable - Inclusive)

6 MLN
+20%

Pr Fesr 21-27 azione 2.7.1 Progetto "Parco del mare. Infrastrutture Verdi nel lungomare di San Giuliano." [riserva aggiuntiva ATUSS]

1,350
MLN
+20%

Pr Fesr 21-27 azione 1.2.4 " Progetto Laboratorio Aperto Rimini Tiberio. Verso una comunità riminese digitale" [riserva aggiuntiva ATUSS]

350mila
+20%

PR FSE+ Priorità 2 OS 4.5 "Progetto Rimini Blue Lab. Il laboratorio riminese dell'economia verde e blu" [riserva aggiuntiva ATUSS]

700mila
+20%

SINERGIE

PNRR M1C1 Inv. 1.7.2 Centri di facilitazione digitale
Realizzazione presso il Laboratorio Aperto di un punto di facilitazione digitale.

FSC 21-27 / Complementi di finanziamento BEI e CDP
Interventi di riqualificazione patrimonio immobiliare alberghiero

PROGETTO IURC - International Urban Regional Cooperation
Valorizzazione patrimonio immobiliare dismesso fascia turistica

PROGRAMMA HORIZON 21-27 - PROGETTO RE-VALUE
Costruzione e applicazione di un modello di valutazione di impatto "NEB Impact model" per la progettazione e la pianificazione urbana basate sul valore sull'area del Parco del mare e parco Marecchia

PROGRAMMA EUI - European Urban Initiative
Futuri bandi. Esempi concreti e tangibili di intervento che integrano pienamente i tre valori fondamentali NEB di sostenibilità, inclusività ed estetica

PROGRAMMA INTERREG ITALIA/CROAZIA - PROGETTO FRAMESPORT
Pianificazione/Masterplan del Porto di Rimini

PROGRAMMA FEAMP 2014-2020
Riqualificazione banchine Porto canale

BANDI REGIONALI
Progetto in tema di sicurezza urbana nell'area del Parco Briolini
Futuri Bandi su porti regionali

Rinnovabili mare - Eolico offshore Opere di compensazione Rimini
Progetto bando "energia" Piano Strategico Romagna Next

FEAMPA/FLAG/CTE 21-27/CLUSTER NAZIONALI E REGIONALI (ART-ER)
Futuri Bandi e sinergie su Blue Growth

FOCUSING ON THE NEAR FUTURE – The New ATUSS 2021-2027 – THE RIMINI BLUE LAB



SOME TAKE HOME MESSAGES

FOCUSING ON OUR ERA

2007-2012: eco-fin global crisis

2007-in progress: Digital Revolution

2020-2023: Covid-19 Pandemic

2022-.....: a new European war and now a middle-east one

Constant aggravation: environmental crisis

....and good luck to any of us for the future!

EVERYBODY IS NOW TALKING OF

STRATEGIES

STRATEGIES ARE NECESSARY BUT IT IS REALLY DIFFICULT TO REALLY CHANGE IF WE CONTINUE TO TRY TO DO IT..

- With old approaches, patterns and methods;
- With divisive rather than constructive competition;
- Stubbornly hoping to go back to a past that will not return;
- Trying to use simple answers and solutions in the face of the challenges and difficulties of an increasingly complex world;
- Without relying on a method, to be constantly refined, and a governance that can ensure durability and sustainability of the paths taken.

TODAY WE HAVE.....

- CLEAR COMMON STRATEGIES
- GOOD OPPORTUNITIES

CAVEATS !

- ✓ IMMATERIAL APPROACHES: GOOD PRACTICE ARE USEFUL AND DESIRABLE BUT UNFORTUNATELY INSUFFICIENT
- ✓ MATERIAL APPROACHES: INFRASTRUCTURE ARE NECESSARY AS A PLATFORM WHERE DEVELOPING SUSTAINABLE PROJECTS AND «PRODUCTS» BUT THEY ARE NOT SUFFICIENT IN THEMSELVES

SUSTAINABILITY = COMPLEXITY

GOVERNING COMPLEXITY REQUIRES...

1. GOVERNANCE
2. KNOWLEDGES
3. SKILLS
4. MULTIDISCIPLINARITY
5. TRY&LEARN APPROACHES
6. CONSTANT FILE-TUNING

AS WELL AS.....

A GOOD DEAL OF HUMILITY AND COURAGE

IN SHORT, SOMETHING THAT ASSUMES ALSO...

A NEW WAY OF LEADERSHIP

The day I fear to take a risk, I will no longer be suitable to be a leader.

N. Mandela

;-) THANK YOU!