



**E.T.I.C.A.
A COMMON PROJECT,
AN AMBITIOUS GOAL**

LAYMAN'S REPORT

1. E.T.I.C.A. PROJECT: OBJECTIVES AND GOALS

The LIFE Environment E.T.I.C.A project: - *Emas for Tourism in Internal and Coastal Area*: integrated management, proposed by the Abruzzi Region, began on November 15th, 2004.



E.T.I.C.A. combined the themes of integrated coastal zone management and sustainable tourism, supporting the adoption of Environmental Management Systems in the seven “Municipalities” of the coastal area of the Teramo district.

The project, according to ICZM principle – *To involve all the interested parties and the relevant administrative Bodies* – was characterized by the integration of different levels of territory government and management institutions, such as social partners represented by the three seaside operator associations. Among the 17 partners of the project, we find the Abruzzi region, the Teramo District, the seven Municipalities of the Teramo district (Alba Adriatica, Giulianova, Martinsicuro, Pineto, Roseto degli Abruzzi, Silvi and Tortoreto), the technical partners APRIambiente SpA, APRI SpA, TEAM Srl, COGECSTRE S.c.ar.l., the Greek partner INLOTOYS and seaside operator associations FAB, FIBA and SIB.

Due to its 120 Km of shoreline, seaside tourism is an important economic source in Abruzzi: the promotion of initiatives for the valorisation of the coastal zone and the analysis of the most urgent environmental issues, allows to found the development on the environmental system and shoreline value, favouring the needs of a tourism demand more and more sensitive to sustainability issues and the quality of accommodation services. In 2005 and 2006 the Abruzzi shoreline received 10 blue flags, ranking it among the first Italian regions for seawater quality.

La dimensione del Progetto	
Number of project partners:	17
Number of municipalities partners:	7
Population:	112.198 inhab.
Surface involved:	185,7 Km²
Shoreline:	45 Km
Medium annual tourist presences:	3.181.465
Waste production in project area:	84.971 Ton
Water in project area:	8.228.550 m³
Energy consumption in the Municipalities	17.667.399 Kwh/a
Number of office buildings:	172
N. of Municipalities public servants:	871
Project amount	1.381.910,00 €
Partner financial contribution	50%

E.T.I.C.A. final goal was reached with the EMAS registration of two coastal Municipalities of the Teramo district (Martinsicuro and Silvi).

The Abruzzi region has believed that the added value of the project is the improvement of the environmental aspects management by the Municipalities of the whole Teramo costal

zone, therefore it has supported all the seven Municipalities in the EMS building, with the collaboration of experts from the technical partner, so to obtain the EMAS registration in a short period of time.

2. PROJECT PHASES: TECHNIQUES AND METHODOLOGY

The first phase of the project was characterized by a careful operational planning of activities, objectives, deadlines, and roles within E.T.I.C.A.

The project, as approved by the EU Commission, was made of nine different TASKS (Macro project activities) structured into six specific thematic lines due to organizational needs:

1. Environmental data collection
2. Support to the EMAS registration
3. Training
4. Communication and diffusion
5. Dynamic analysis of systems
6. Project management

For each thematic line was created a specific Work Team composed by experts,

n. TASK	Team
1 Project planning and public bodies for the EMAS registration EMAS	C e GdC
2 Data and policies analysis, modelling	B
3 Data integration and updating and actions planning for Municipalities and for socio-economic contest	A e C
4 Supporting to Municipalities EMAS registration	C
5 Training Public Administration personnel	D
6 Internal audit and EMAS registration	C
7 Promotion and diffusion EMAS registration	E
8 Project experience dissemination and transferring	D e E
9 Management and submission of report to the EC	GdC

supplied by the partners, qualified for the topic or interested in participating to specific team activities.

Besides the thematic Work Groups the project organizational chart was composed by the project Manager, the Committee for

Sustainability made by representatives of each partner, the Pilot Group and the Management Group. Moreover the project was supported by an internal quality system for monitoring the activities trend and adopting the necessary changes to improve the project actions. The nine TASKS were composed by several different actions and the chart shows the TASKS and the Working Teams responsible for their development.

During the project an intensive control and verification of project actions was carried out through the activation of a Quality Plan consistent with ISO 9001:2000 regulation.

The six thematic lines, collecting the nine TASKS that have been structured, are the following:

1. Environmental data collection and analysis

The goal of these actions has been to collect as much information as possible on environmental aspects selected to set up the Initial Environmental

Environmental issues

1. Location and urban sprawl	14. Sea water quality
2. Climate	15. Fresh water quality
3. Urban historical evidences	16. Urban waste water quality
4. Morphology	17. Domestic water quality
5. Geology	18. Air quality
6. Hydrogeology	19. Natural resources – energy consumption
7. Population	20. Area's critical situations
8. Residential units	21. Vibrations
9. Industrial activities	22. Electromagnetism
10. Tourist structures	23. Asbestos
11. Tourist presence	24. Traffic (urban mobility)
12. Noise	25. Visual intrusion
13. Waste	26. Actual environment management

Analysis (IEA) for each Municipality. Such document contains the exact and updated description of the environmental situation at the beginning of the project.

Data collection has taken into consideration 26 different environmental issues.

The aspects considered to integrate and update the seven Municipalities environmental data correspond to the Annex VI of CE 761/2001 Regulation. To implement the available environmental data, two air quality monitoring campaigns have been carried out in the Silvi and Tortoreto area.

Thanks to these data collection activities, nowadays all the Municipalities possess a complete and updated environmental data base; whereas at the beginning of the project no Municipality had an updated environmental status due to the difficulty of finding data, the several information sources and the scattering of data among the several and different Entities in charge.

- Data sources**
1. **Offices/Sectors** of the 7 Municipalities, of Teramo District and of Abruzzo Region competent for farming, environment, culture and tourism;
 2. **ISTAT**;
 3. **CRESA**;
 4. **District Agency for Tourism**;
 5. Waste District Observatory (**OPR**);
 6. Ambito Territoriale Ottimale n. 5 (**ATO n. 5**);
 7. **Sogesid**;
 8. Regional Agency for Environment Protection (**ARTA Abruzzo**);
 9. **Servizio Opere Marittime** of Abruzzo Region;
 10. **Plan for protection and renewal of air quality**;

2. Support to EMAS registration

The project aim was the registration of the whole Administration and not only the single sector instead, considering that the different municipal, political and administrative components (Municipal board and city councillors) take on all the environmental issues, and therefore the choice and the objectives achievement for improving the environmental quality.

After verifying the procedures ongoing in the involved Administrations which have impacts on environmental aspects, it has been taken care of the involvement of the Administrations internal personnel, following the prescriptions of EMAS Registration, in order to build a shared Environment System Management and the base on which define together strategies and environmental policies to be adopted.



An exhaustive recognition of the relevant rules has been carried out by getting in touch with the different entities qualified for each environmental issue or selected topic (air, water, waste, etc...) within Public Administrations or Agencies, in order to verify the state-of-the-art in the set up of the implementation of rules or values of reference, to be implemented with communal acts and regulations.

The organizational analysis has been carried out through the verification, collection, classification and forwarding of information on the EMAS registration, therefore the “Environmental Policy has been written up and agreed upon with the municipal “summit” and

represented the strategic and political reference frame for the Environmental Management System

The EMS - Environmental Management System - has been built together with the editing of the Manual and procedures, according to the following order:

- Organizational analysis (organizational chart / job description / relations mapping);
- Rules and responsibilities mapping;
- Initial Environmental Analysis verification;
- Environmental aspects significance assessment;
- Environmental objectives and goals identification.

During the process leading to the EMAS Registration, the entire EMS Administration compliant with ISO 14000 rules has been designed and implemented. The EMS of the Municipalities already certified under ISO 9001 or ISO 14000 has been reviewed and simplified so to involve the entire structure.

The different municipal offices have been involved in the description of the processes and elaboration of the procedures (task force).

After the approval of the EMS by the Directorate (the Municipal board), pre-audits have been carried out and documents amended through the modification of the EMS or the adoption of direct corrective actions.

Several audits were done by accredited Checkers; the Environmental declarations have been arranged and sent to the Ecolabel Ecoaudit Committee for approval by the Environment Ministry, with the request to be registered under EMAS. After this approval, ARTA, the Regional Agency for Environment Protection, carried out an accurate verification process with the Municipalities which sent the request of registration.

Audits have increased the knowledge and the involvement of the PA staff, besides highlighting problems underestimated due to the lack of previous verifications (i.e. full normative conformity of the structures or application of the green procurement law).

Currently five of the seven Municipalities have obtained, besides the validation of the Environmental declaration by accredited Checkers, the ISO 14000 certification, whereas three of these Municipalities are about to conclude the audit to verify the compliance with EMAS Regulation by ARTA- and two Municipalities - Silvi and Martinsicuro- have already been registered under EMAS .

In a short period of time five Municipalities will have EMAS registration!

3. Training

The training's aim was to efficiently update the seven partner Municipalities personnel on environmental issues and the relevant procedures so to be able to build their Environmental Management Systems, by conveying all the relevant information and skills to achieve the EMAS Registration.

The training activity carried out a mixed training system (front and distance learning); an operational area for e-learning training and long distance cooperative working procedures has been set up on the E.T.I.C.A. project portal; training lessons have been the accomplishment of the training activity for Local Bodies Staff and the learning and system efficacy monitoring and evaluation.

The nine training modules supplied were:

1. Introduction to cooperative working instruments and presentation of the Moodle platform.
2. EMAS: evolution of environmental certifications and/or registrations – Significance of EMAS self-supporting system and comparison with ISO 14001 certification model.
3. Data collection – EMS requirements – Environmental Declaration – Internal and third part audit activity.
4. EMAS registration procedures Vs ISO 14001 ones.
5. UNI EN ISO 19011-2003 regulation: internal audit features and Audit Program management.
6. UNI EN ISO 19011-2003 regulation: responsibility, resources and procedures – information collection and verification.
7. Ecotourism and European Ecolabel for tourist accommodation service.
8. Environmental planning standards and critical parameters.
9. Environmental politics - new opportunities for Local Municipalities.



The training activity has been considered fundamental for the EMS application and management and for a correct management of coastal areas so to improve environmental interventions performed by the seven Municipalities.

4. Communication and dissemination

One of the most important activities in the ETICA Project has been an intense activity of project content communication and dissemination aimed not only to transfer and promote EMS in the Abruzzi region, but also to make the Public Administrations work result transparent towards their citizens, as well as to build loyalty in the tourists regularly visiting the Teramo coastal area.

The dissemination activity was focused on three macro areas of intervention and based on the Stakeholder Relationship Management method:

- Dissemination of the achieved results on local, national and international field.
- Involvement and concerted action with Public Administrations stakeholders on EMAS registration themes.
- Transfer of experiences to Greece.

In particular communication actions carried out during the ETICA Project, preceded by a meticulous planning, have been the:

- 1) *Realisation of a television broadcast series*, with six videos on ETICA Project activities, broadcasted on the main local television channels.
- 2) *Logo creation*, so to guarantee a brand image of the ETICA Project during all its public events (trade fairs, internet sites, brochures, event programs, invitations, totems, videos, etc.)

3) *Activation and implementation of the www.E.T.I.C.A.life.org web site*, where it's possible to find information on ETICA, follow the project implementation, download videos, read a wide press review and subscribe to the project newsletter.

4) *Project and realization of publishing products*, the project brochure, totems and corners used to support public events and exhibitions taking place during the ETICA project.



5) *Conferences meetings and workshops organized by the Municipalities*: all seven partners “Municipalities” carried out almost a public meeting addressed to their citizens and local stakeholders, to illustrate the ETICA project; whereas the Abruzzi region and the Teramo District organized two workshops, with a valuable contribution of sectional experts and the participation of Public Administrations with an already registered EMAS System.



6) *Synergy development with territorial events*, thanks to the profitable collaboration with the University of Teramo and EMAS Abruzzi School, in particular in the performance of communication events and during audit activities.

7) *Transfer of ETICA experience to Greece*: a targeted promotional activity has been

set up by ETICA in Greece, by contacting the most responsive local Administrations, interested in receiving the experiences. The positive feedbacks, arrived mainly from the Attica Region Public Administrations and some Aegean Isles, thus allowing a profitable exchange of information and experiences between E.T.I.C.A Partners and the Greek representatives. All meetings have taken place at the Apollon Meeting Centre in Piraeus.

8) *E.T.I.C.A. project participation in Fairs & Events*: E.T.I.C.A. has been present at: the Padova-Trade Fair, Milano-BIT, Vicenza-Free Time Fair, Verona-Vinitaly, Montesilvano (PE)-Ecotur, Bolzano-Friezeit and Teramo-Energy. Additional information has been provided and project brochures have been distributed by the Promotion Centre of the Teramo District, Tourist Information and Assistance Points, and during the Teramo cultural project “On a trip with the Province of Teramo”, thus providing citizens, tourists and stakeholders with a strong informative impact.



The Abruzzi region, as responsible for communication actions, presented itself as an "organic subject" engaged in a durable, sustainable, and co-responsible evolution of the environmental and economic system of the territory, operating with the aim of:

- giving good visibility to the E.T.I.C.A. Project and the correct environment management methods thus reaching the regional public opinion and the tourists, even through Environmental and Business Service Associations;
- providing information / training actions to young people and schools, directly involving their families as residents in the E.T.I.C.A. territories;
- organizing, in collaboration with Local Administrations, “confrontation and listening” moments with the "result dissemination" of the work experiences originated from the E.T.I.C.A. project and addressed to all professional categories and associations involved in the coastal area management.

5. Dynamic Analysis of Systems Model

This activity consisted in a model elaboration and creation, aimed to identify the relations between occupation and tourism development through the innovative method of **dynamic analysis of systems**, by elaborating and validating causal diagrams, collecting quantitative data, analyzing tourist flux effects on structure and occupation trend and creating and validating the quantitative simulation model and analyzing simulation results.

The model usefulness consists above all in favouring the learning processes of decision and policy makers of the causal structure under the examined key-aspects, and in supporting their decision processes of evaluation and choice of alternative policies to be adopted to achieve the set objectives.

A simulation model has been carried out that is adequately complete and complex, and useful for representing the interesting phenomena for EMAS policies and evaluating the consequences of the decisions taken, with the more general aim of facilitating Public Administrators and main local stakeholders in understanding the phenomena linked with the environmental impact of environmental policies on tourism and job market.

This objective, at the same time individual (for each Municipality) and collective (for all the seven Administrations), has been achieved at the end of the extensive phase of the model application, consisting in a reflection on the performed simulations, carried out together by experts and Administrators.



3. E.T.I.C.A's results

E.T.I.C.A was certainly a challenging project due to its potentials and innovative features. Both the topics studied and the involvements in the project of seven Municipalities belonging to the coastal area of the Abruzzi region make it a “best practice”. Currently included in the Gelso database created by APAT, its results can be transferred to other interested parts, and it can balance different interests, such as environmental conservation, living standards, and economic development.

At the same time and for the same reasons, E.T.I.C.A is also a complex project. In order for the project to be successful, it is of the utmost importance to call upon all citizens, institutions, and tourists for their full involvement and cooperation with the main partners involved.

The results achieved with the application of the EMAS procedures in the coastal area of the Teramo district were:

- An exhaustive data collection on the integrated management of the coastal area.
- EMAS Registration of two Municipalities, together with three other municipalities out of seven being very close to achieve the objective;
- Five Municipalities – Martinsicuro, Pineto, Roseto, Silvi and Tortoreto – obtained ISO 14.000 certification;
- Training activities involving Municipalities and partners’ operators on environmental issues and EMAS procedures have been carried out;
- Promotion and diffusion of data and project result and promotion of EMAS Registration in the countries originating tourist flows;
- Testing of innovative working methodologies;
- Experience transfer to other municipalities of the Teramo coastal area and other Municipalities involved in the integral management of the regional environment.

Environmental benefits

E.T.I.C.A produced many environmental benefits on the Municipalities involved, such as:

- Management improvements: E.T.I.C.A has shown that in many cases environmental matters were managed by the Municipality with urgent or extraordinary acts. E.T.I.C.A guarantees the citizen an ordinary, clear and sure management of environmental matters. One of E.T.I.C.A added values is the formalization of the process and the finding of management shortage which Administrations were unaware of;
- More monitoring and clearness on significant environmental data: E.T.I.C.A certification and environmental management systems started or consolidated the environmental data monitoring, also by setting up paper archives and computer file systems;
- Planning and monitoring capability’ improvements: E.T.I.C.A certification enforces all the Administrations involved to verify the legal compliance with the Plan and Program with a strong impact on the areas involved. Furthermore, the administrations adopted many planning tools, such as: the Multi-years Environmental Plan, with the related environmental performances and objectives,

rules and financing sources; the Communication Plan for the local stakeholders and the Training Plan for administration employees on environmental issues;

- Energy saving: the collection, analysis and monitoring of the energy use has highlighted for example huge wastes unknown to the Administration.

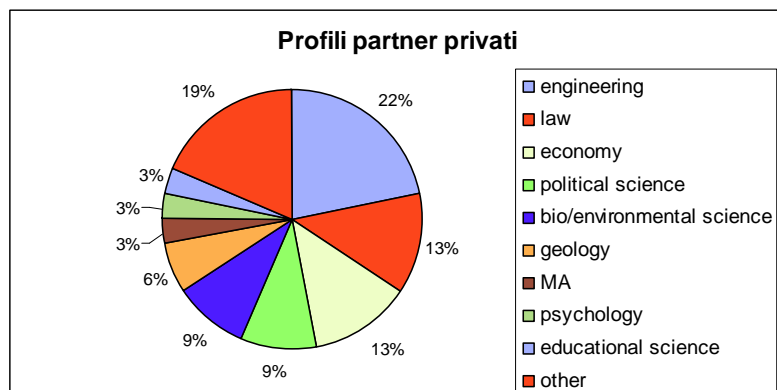
In particular, the **economic benefits** linked to the ETICA project, are:

- energy saving and **costs** decrease (mainly in the energy field);
- compliance with the environmental legislation and less **risk of sanctions**;
- rationalization of management procedures: (on the issues of territory, air quality, water quality and consume, waste management and energy consume etc);
- use of EMAS' logo as a marketing tool: valorization of the city image;
- improvement of the tourist desirability of this area;
- increase of opportunities in the eco-tourism market demand;
- easier access to public funding.

The project's **social benefits** are the improvement of the living standards for tourists and citizens; the consolidation and increase of the employment thanks to the development of a quality tourism sector and the best safeguard of citizens' health.

E.T.I.C.A. has moreover improved the relationship among Administration, entrepreneurs, population and potential customers.

Thanks to E.T.I.C.A., six partnerships of collaboration of EMAS experts with the Municipalities Administration have been started; they are qualified jobs directly created by the project for the environmental management systems.



The women's participation in the project has been really significant: 39% on 132 participants; and 50% among the partners of the project.

Furthermore, we would like to underline the great integration and different specialization fields of the work team: 22% engineers, 28% from the legal field (law and political sciences), 13 % from economics, and 15% from natural sciences field (environmental sciences, geology and biology).

Other project benefits have been the:

- Improvement of the relationship and dialogue among stakeholders, whose involvement in the project allows to balance different interests, such as environmental conservation, living standards and economic development,
- Improvement of the political consent on environmental matters; for the first time, the Municipalities consider

Some project' numbers

N. output: **52**, and 14 in add
 N. participant reported on the project: **132**
 N. experts involved: **32**
 N. environmental data analyzed: **18**
 N. web page visualized: **33.804**
 N. convention' activities: **9**
 N. participant to the training activities: **612**
 N. training hours: **162**

environmental matters and related performances indicators like an objective to be achieved.

- Increase of the tourist desirability of this area (also among Municipalities).

The main criticalities appeared during the project, are instead:

- √ lack of time, human resources , skills and experiences within the Municipalities,
- √ difficulties of involvement and motivation of administration ‘employees;
- √ budget ties for the environmental project in the Municipalities;
- √ lack of political support;
- √ difficulties linked to the understanding of the system.

Transferability of the results

Since ETICA has been focused on improving the municipalities’ environmental performances, it is clear that the project has a demonstrative aspect which can be easily transferred to other areas. With reference to this point, important actions of dissemination have been started in Greece and Italy.

After the positive results achieved by the ETICA project, with the three -year -Regional Plan of environmental conservation and care 2006 - 2008, the Abruzzi region has decided to support the dissemination of public and private system of eco-management, -eco-friendly products, as well as to provide incentives to improve the voluntary pattern for environmental performances, and manage the impact from the sustainable development point of view

In particular, the planned actions aim to “*increase the value of internal areas included in protected areas*”.

The debate between the Italian and Greek delegation, held in Athens in March 2007, showed a deep interest for the ETICA project and the intention to use the structural fund resources for the environmental conservation.

The meeting ended with the commitment from both delegations to collaborate for the transferability of a similar experience to Greece (with tutoring activities) and the building of a future partnership.

Since EMAS has not gained a prominent role in the Hellenic area, especially in the public administration field, fostering the Regulation in such an important administration such as the Attica-Piraeus Prefecture and its Municipalities, would certainly have a great impact on the environmental management of the whole national area.

Moreover E.T.I.C.A represents an important example of good governance, because of the project guaranteed:

- Participation
- Integration
- Accountability
- Openness