

ERNEST final conference - Florence, June 27th, 2012



BEST

“Beaches Accessibility and security improvement “  
Beaches accessible for everyone. A choice of  
civilization.



# BEST “Beaches Accessibility and Security Improvement”

- The BEST project is a cooperation project coordinated by the Province of Ravenna, financed by region of Emilia Romagna, in partnership with the cooperative Lifeguards of Cervia and Ravenna Cooperative Beaches
- This project is also done together with the municipalities of Ravenna and Cervia and thanks to the efforts that Lions club Ravenna Romagna Padusa had done to inform entrepreneurs of bathing.
- The project requires overall, a total expense of 93,000.00 euros with a financial commitment of the associations of operators of bathing establishments of 90,000 euros and 3000 euros by the Province, with a regional contribution to 45,000.00.



# BEST “Beaches Accessibility and Security Improvement”

- Objective of the project: to make the beaches accessible to everyone. Particularly for people with special needs.  
Work carried out:  
STRUCTURAL and SERVICE:  
Reserved parking and billboards  
Walkways made of environmentally friendly materials for dedicated routes;  
Special seats to get around to the beach and for swimming;  
Better equipping of the security turrets.

# BEST “Beaches Accessibility and Security Improvement”

- Implementation and improvement of the project "a lifeguard as a friend" of the Lifeguards Cooperative in Cervia.

This cooperative has for many years carried out a project through which helps for free people with special needs who come to the beach and in water.

Through a booking to the Cooperative Lifeguards, there is a service which provides the assistance for one hour a day to the person (who request it) with special needs from a team of skilled operators (4).

# BEST “Beaches Accessibility and Security Improvement”

- RESULTS for accessibility and safety:  
13 bathing establishments through walkways, parking, signs and special itineraries have achieved / improved accessibility to the beach and to the sea;

Improved accessibility to 2 free beaches via walkways environmentally friendly materials;

Increased the allocation of special seats;

Improved safety at sea through equipment turrets

# BEST “Beaches Accessibility and Security Improvement”

- RESULTS FOR THE COMMUNICATION AND DISSEMINATION:

information through press releases, inauguration of the sites set up, articles on the local press, web articles  
Communication through linked banners between different actors (in progress);

Printing of information brochures;

Radio interview about the project (Radio Italia97)

Printing of manuals of good practices and dissemination to stakeholders.

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# ERNEST PROJECT

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End of presentation



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