

ERNEST final conference - Florence, June 27th, 2012



PROJECT “A_BEST”

Accessibility_Beach Ecology Safety Technology

Province of Forlì-Cesena

Ms Dalia Casali

Municipality of Cesenatico – Tourist Board



EUROPEAN COMMISSION
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European Research NETwork
on Sustainable Tourism



Introduction to the organization

Project Funders

- **Emilia-Romagna Region, Cesenatico Bathing Establishments Association, Municipality of Cesenatico, Province of Forlì-Cesena**

Consortium Members

- **Project Coordinator: Province of Forlì - Cesena**
public territorial body competent for matter of environmental and town and country planning, promotion and enhancement of tourist offer
- **Project Partners:**
- **Cesenatico Bathing Establishments Association :**
main private association of the Province of Forlì-Cesena since 1978 engaged in development of Cesenatico's beaches, with the role of carrying out the actions expected in the project
- **Municipality of Cesenatico:**
public territorial body. It is the most important tourist destination in the Province of Forlì-Cesena (over 63% of tourist presences), with the role of project results promoter
- **ELSA - Associació Integració de Les Persones Amb Disminució de Girona:**
Spanish non-profit organization working to the special needs of disabled people, with the task of developing specific actions on facilities accessibility, within the project framework

Objectives of the A_BEST Project

Implementation of a model for an **ACCESSIBLE, SAFE and ECO-SUSTAINABLE SEASIDE TOURISM** for a quality offer that provides maximum security and usability of the beach for each tourist, especially for the disabled and elderly.

Promotion a **COMMON APPROACH** of all bathing establishments on sustainability and accessibility in order to ensure excellence in the whole beach services sector at European level (collaboration, exchange actions and capitalization of best practice).

Accessibility: 2011 - Achieved Results

Removal of cultural, technological and architectural barriers, for disabled and elderly persons to live completely the beach:

- **2 Connecting Walkways** in the main free beaches for access to the beach and shoreline
- **30 raised Beach Beds** for disabled persons
- **2 Internet Stations for blind and partially sighted people**, made up of computer “all in one”, screen reader, helpvision, voice recognition software (JAWS)
- **Video pocket enlargers for reading** to the elderly and partially sighted persons

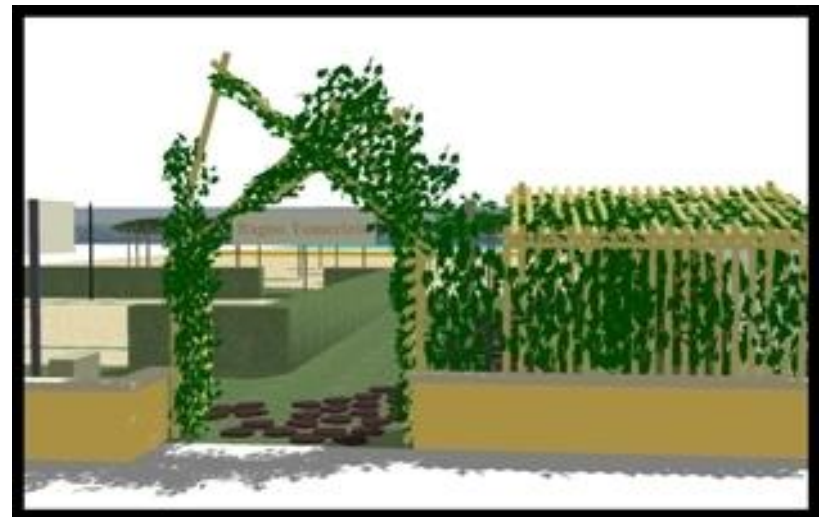
Security: 2011 - Achieved Results

Raising of the beach safety standards and improving service to manage emergency situations:

- **12 semi-automatic Defibrillators** to be furnished to the beach lifeguard service
- **Lifeguard Towers** increased in the number by two new posts for a more detailed control of the sea areas, including a stretch of public beach in the West
- **Use of the Tracker**, a small security device to track missing persons thanks to a radio frequency transmitter and receiver.

Sustainability: 2012 - Achieved Results

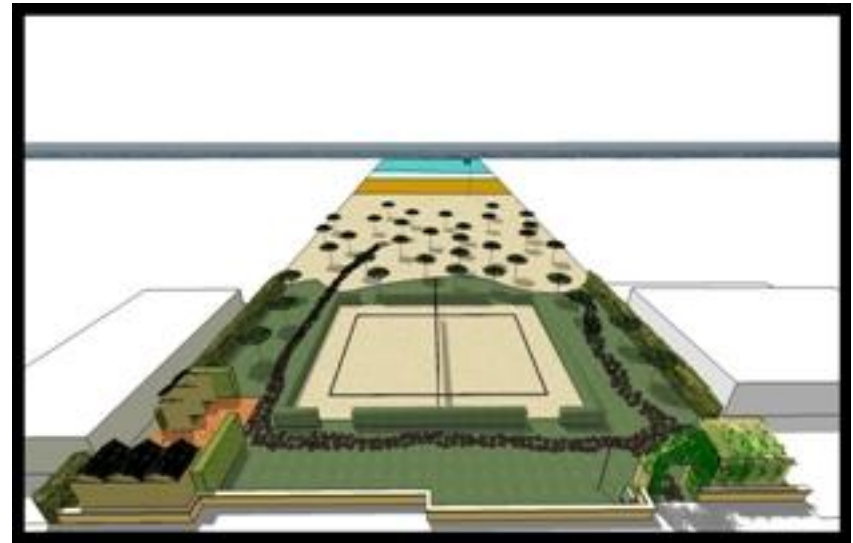
Creation of the “**GREEN BREACH**” in Valverde di Cesenatico:
“**TAMARISK BEACH**” a free public place



“*re-naturalized*” beach with very low environmental impact, fully realized with eco-friendly and recycled materials

Sustainability: 2012 - Achieved Results

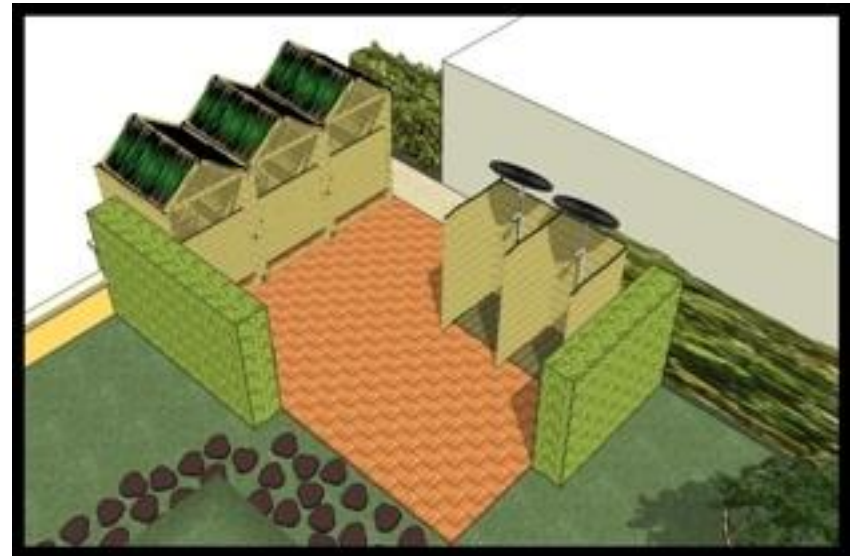
“TAMARISK BEACH”



- **35 Tamarisk Trees**, up to 2,30/2,40 meters high, which will be going to take the shape of a beach-umbrella thanks to particular steel frames, later on removed once the foliage formed
- **Tamarisk Hedges**
- irrigation systems

Sustainability: 2012 - Achieved Results

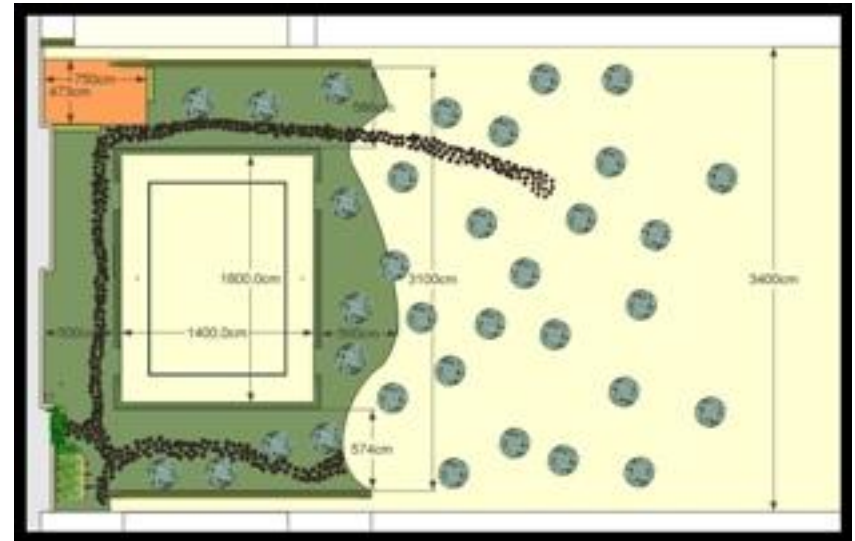
“TAMARISK BEACH”



- **dressing cabins, showers and bike storage made of chestnut wood**
- warm water of the showers provided by 15-cm underground pipes so as to exploit soil overheating

Sustainability: 2012 - Achieved Results

“TAMARISK BEACH”



- Use of **Ripietra** for the walkways, the first stone made up fully of recycled material, derived from plastic bottle tops

Sustainability: 2012 - Achieved Results

“TAMARISK BEACH”



- separate waste collection

2012 - Project Promotion Results

Dissemination and communication activities on the nature and aims of the Ernest Project undertaken by the Municipality of Cesenatico:

- **Press Releases**
- **E-Newsletter to the contacts of the Forlì-Cesena Province Tourist Board (about 600)**
- **Official Tourist Information Website of the Municipality of Cesenatico**
- **4.000 Maps about beach services of Cesenatico**, in particular those introduced by the Project



Financial Summary

Project Admitted Cost: 80.000,00 EURO	Regional Financing: 38.000,00 EURO
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Organization	Total cost (EURO)	Admitted cost (EURO)	Allowed financing (EURO)	Regional financing percentage
[Coordinator:] Provincia di Forlì-Cesena	5.000,00	0	0	0%
[Partner 2:] Cooperativa Esercenti Stabilimenti Balneari	76.000,00	76.000	36.100	47,50%
[Partner 3:] Comune di Cesenatico	4.000,00	4.000	1.900	47,50%
TOTAL	85.000,00	80.000,00	38.000	47,50%

Conclusions of the A_BEST Project

- **The project started in January 2011 is in the final stage:** actions have been carried out for more than 90% and will be fully implemented within the deadline **(31/07/2012)**.
- **Expenditures relating to the expertise actions of the Cesenatico Bathing Establishments Association** are, according to the quotation, the following:
 - Green Beach: Euro 27.200,00
 - Defibrillators: Euro 18.600,00
 - Lifeguard Towers: Euro 5.400,00
 - Connecting Walkways: Euro 4.800,00
 - Beach Beds: Euro 3.600,00
 - Internet Stations for blind: Euro 5.000,00
 - GPS Tracking for missing persons: Euro 9.400,00
 - Planning: Euro 2.000,00
- **Expenditure relating to the expertise actions of the Municipality of Cesenatico** is:
 - Printing of Information Material about the Project : Euro 4.000,00

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ERNEST PROJECT

Thank you for your attention!

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