Local Development Pilot Project



Operational programme 2016

Island of Cres – Territory Strategy 2016-2025

Cres, December 2015

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Introduction

This Operational Programme is based on the Territorial Strategy for the island of Cres 2016-2025.

The aim of the programme is to provide guidelines for the implementation of the Territorial Strategy in 2016. It consists of nine measures selected out of the strategy in the way that their implementation is going to contribute to the achievement of all four strategic guidelines.

The main criteria for the selection of the measures was the possibility of their realisation, taking into consideration first of all the financial and human resources available within the Island Development Agency which is going to manage the implementation of the measures.

The selected measures are the following:

	Measure	Strategic guideline
1	Rehabilitation of shepherds' dwellings and other abandoned building	1. Affirmation and valorisation of the island identity
2	Protection of valuable landscapes and vulnerable areas	1. Affirmation and valorisation of the island identity
3	Promotion of energy efficiency and use of renewable energy sources	1. Affirmation and valorisation of the island identity
4	Promoting use of information and communication technologies for all ages and small artisans	2. People and quality of life in the midst of development
5	Branding local products of great additional value and intensifying advertising activities	3. Diversification of economy based on local resources
6	Coordinating and connecting actors from tourism and other similar services	3. Diversification of economy based on local resources
7	Establishing a new operational body responsible for coordination of development initiatives and provision of services for the whole island	 Joint governance and shared responsibility for island development
8	Intensifying participation in EU projects	 Joint governance and shared responsibility for island development
9	Consolidating partnership with "twin towns"	 Joint governance and shared responsibility for island development

Measure:	1.1.1.1 Rehabilitation of shepherds' dwellings and other abandoned buildings
Strategic guideline:	1. Affirmation and valorisation of the island identity
Strategic objective:	1.1 Preservation of natural and cultural heritage through its sustainable
	use in new development initiatives
Operational	1.1.1 Rehabilitation of the part of abandoned architectural heritage
objective:	
Context	Numerous small villages and shepherds' dwellings are specific to the historical socio-economic structure of the island. Most of these units preserve the original quality of the construction, with historical patterns and spatial composition intact, but today are completely deserted due to the complete abandonment of the specific type of traditional economy. Those places are today difficult to reach, isolated, and given the lack of basic infrastructure, they are unattractive for living and largely forgotten. With few exceptions the buildings are vacant and the loss of function, abandonment and lack of maintenance has led to their deterioration and collapse, while some are completely ruined. Their further deterioration could be stopped first of all by putting them in working order again. New economic and social trends offer numerous opportunities for the rehabilitation of those buildings – returning to their original function (especially residential buildings) or their conversion to other types of use. The rehabilitation of the abandoned buildings complicates the unsolved property law relations, namely the problem of the ownership of the buildings.
Objectives	Preserve part of the built heritage (some of the abandoned shepherds dwelling's and hamlets) by returning them to (new) function
Implementation measures (description of activities)	 For the shepherds dwelling's and hamlets with the biggest investment potential: Elaborate the Preliminary Technical Assessments Elaborate the proposal studies Elaborate the conservation guidelines Regulate the ownership Elaborate selling / concession model of the buildings owned by state / town Inform potential investors Identify public funds to co-finance the rehabilitation of the built heritage
Results	 Prepared Preliminary Technical Assessments and proposal studies Regulated property law relations for buildings owned by the town Part of the shepherds dwelling's and hamlets have been removed and put in function again
Management and partners	 OTRA Town of Cres, Town of Mali Lošinj, State Administrative Office for State Property Management (DUUDI), owners of the buildings, private investors
Beneficiaries	Owners of the buildings, local community
Time frame	2016-2026
Estimated budget / sources of funding	Sources: Budget of the Town of Cres, Budget of the Town of Mali Lošinj, private investors, EU funds
Result indicators	 Number of prepared Preliminary Technical Assessments

 Number of prepared proposal studies Number of buildings (owned by the town) with solved ownership problems Number of lunched rehabilitation project
 Number of finished rehabilitation projects

1.1.3.1 Protection of valuable landscapes and vulnerable areas
1. Affirmation and valorisation of the island identity
1.1 Preservation of natural and cultural heritage through its sustainable
use in new development initiatives
1.1.3 Preservation of landscapes significant for retaining the identity of
the island
Diversity and specificity of its landscape areas are the fundamental potential and resource of the island of Cres. Some areas have highly distinctive characteristics and exceptionalities beyond local level. Island's numerous comparative advantages still have not been adequately used or recognized. Problem of "unrecognition" is revealed and public promotion of Cres includes only a small part of its landscape, focusing on its representative elements, only seen through a narrow "touristic perception". On the other hand, even the local community does not have a clear perspective on diversity and specificity of the island landscape. A concept of exceptional landscape (or vulnerable zones) is suggested for this purpose (map 4 of the Landscape Study), but it should primarily be promoted within local community with the aim of intensifying identification of owners with them thus preserving them. Preservation of exceptional landscapes; quite the contrary - careful management of exceptional landscapes should not be considered in terms of ignoring all other landscapes should serve as exemplary model for managing other landscapes.
 Raise awareness about different island's "unrecognized" areas Promote landscape areas to the wider public Provoke the feeling of recognition among the local community and attractiveness among visitors Provoke the wish to preserve valuable landscapes which keep the island's identity
 Creating missing inventories: create detailed inventory of exceptional landscapes (vulnerable natural landscape, exceptional pasture landscapes and other recognized rural areas) with accompanying elements with emphasis on recognizable traditional elements, create an inventory of all the beaches, determining systems of beach visitations and isolating beaches that are susceptible and sensitive to changes and incorporation of new infrastructures create systematic inventory and analysis of pedestrian communications/paths and implementation of movement study; define points of vegetation removal to reveal views, define potentials for recreational paths Adequate representation of landscape through <i>exceptional landscape branding</i>; represent them through easily readable maps (georeferencing them), monographs and the Internet; Representation within economical solutions: brand and improve exceptional landscapes through the concept of

	agricultural park Promotion in high coordination with Tourist Offices (TO): introduce the concept of exceptional landscape areas to the TO make a joint action plan for landscape promotion
Results	 Remote landscape areas are recognized among the local community and wider public Recognition led to new policies regarding landscape protection – more areas are seen as ones which should be preserved TO has built a touristic strategy incorporating island's ignored valuable landscapes within tourist brochures thus offering more touristic and recreational content Exceptional landscapes are adequately arranged, educationally marked and used in a sustainable manner
Management and partners	 OTRA Tourist Office of Town of Cres and Town of Mali Lošinj, Public Institution "Priroda", Association "Insula Activa" (or similar associations working with recreational activities), associations dealing with landscape preservation
Beneficiaries	Inhabitants, visitors
Time frame	2016-2026
Estimated budget / sources of funding	 Source: Townof Cres, Town of Mali Lošinj, EU funds
Result indicators	 Number of exceptional landscape inventories made New landscape areas under some kind of protection Landscapes recognized within tourist brochures as part of tourist activities Number of people using island's landscapes for recreational, relaxing, health or educational purposes Number of events such as trekking and walking Number of marked walking paths Number of educational tables Number of maps made Number of lectures and exhibitions regarding island landscapes with conclusion made within the Landscape Study of the Island of Cres

Measure:	1.1.5.1 Promotion of energy efficiency and use of renewable energy sources
Strategic guideline:	1. Affirmation and valorisation of the island identity
Strategic objective:	1.1 Preservation of natural and cultural heritage through its sustainable use in new development initiatives
Operational	1.1.5 Improvement of environmental protection through active
objective:	involvement of inhabitants
Context	The dependence of the island economy and inhabitants on the external sources of energy is almost total. The island territory is insulated from the mainland so the risk of having problems in regular provision of energy is bigger than in other parts of the country. The development vision is to increase the energy independence. It can be done through increased production of energy (renewable sources) and reduction of consumption (increase the energy efficiency). The increment of the rate of the energy consumption from renewable energy sources can help to reduce the carbon emission.
Objectives	Increase the energy efficiency of the inhabitants and business sector (reduce the energy consumption) and increase the consumption rate of energy produced on the island from renewable sources, and decrease the dependence on fossil fuel and imported electricity.
Implementation measures (description of activities)	 Co-financing of purchase, installation and use of renewable energy (solar collectors, heat pumps, biomass boilers etc.). Monitoring and implementation of projects in the field of energy efficiency and renewable energy Development of an Action Plan for Energy Efficiency Making plans about the possibilities of using renewable energy Elaboration of project and technical documentation for renewable energy sources Planning and development of locations for wind and solar powerplants within the spatial planning documents and preparation of project documentation for the construction and activities on finding investors for their construction Promotion of measures to improve energy efficiency in public and private sector (appliances with high energy efficiency and low emissions of greenhouse gases)
Results	 Diversified the sources of energy and bigger energy security Incremented the consumption rate of energy produced on the island from renewable sources
Management and partners	 OTRA Regional Energy Agency, the county and the towns, National Fund for Environmental Protection and Energy Efficiency, professionals associations
Beneficiaries	Companies and inhabitants
Time frame	2016-2026
Estimated budget / sources of funding	???Sources: National Fund for Environmental Protection and Energy Efficiency;regional and local budget
Result indicators	 Number of buildings which have increased the energy class (energy certification)

 Number of businesses and households which got the subsidy for the energy efficiency measures Quantity of electric energy produced from renewable sources (solar and
wind)

Measure:	2.1.1.2 Promoting use of information and communication technologies for all ages and small artisans
Strategic guideline:	2. People and quality of life in the midst of development
Strategic objective:	2.1 Equalization in access to some public and commercial services with bigger urban areas
Operational objective:	2.1.1 Improving access to and use of new information and communication technologies
Context	The use of modern information and communication technology (ICT), and particularly the Internet, has transformed the way of life of people in the last fifteen years. Today, the new ICT development is a cornerstone of the economy (society) of knowledge, and the possibility to access ICT and use it is considered a key to personal and social progress. Instead of capital, the basic unit of individual and social growth are becoming information and know-how. Beside the high-quality Internet access and possession of adequate computer equipment and software, the prerequisite for the effective use of IKC is so called computer literacy. Children today play on tablets or "smart" phones of their parents before they have learned the letters of the alphabet, they find cartoons on computers before they have learned how to clothe, and the older they get they spend more time in front of some electronic devices. All this however does not mean that so called "digital datives" are fully computer literate. They chronically lack the utility and productive IT knowledge and progress (personal and social) cannot be based on entertainment. The situation is similar with adults, many of which use computers in the workplace, but a very small number of them are able to independently set into operation a new computer with all the peripherals, make the necessary installations, ease the business by use of appropriate tools for sheet calculation, Data from the last census (2011) show that only half of the households on the island owned a computer (53%), but still about 80% of the working population was able to use the Internet, e-mail or word processing program. There is therefore enough margin for raising the literacy of inhabitants. In addition to "computer literacy", which refers to the general ability to work with a computer, it is necessary to raise the level of the "information literacy", which refers to the ability of collection, transfer, processing and evolution of certain data and the use of information that is needed for specific
Objectives	Improve the ability to search and manage information and facilitate the long-life learning through increased computer and information literacy Improve the business activities of small and medium entrepreneurs by enhancing their computer literacy
Implementation measures (description of activities)	 Organization of informatics workshops Organization of informatics courses (with possibility to obtain the ECDL certificate)
Results	 Increased computer and information literacy of the inhabitants
Management and partners	 OTRA Primary and high school, Association of pensioners, Association of youth "Susajda", Chamber of trade and craft
Beneficiaries	Inhabitants, SME

Estimated budget / sources of funding	??? Sources: Town of Cres Budget; Primorje-Gorski Kotar County Budget; national programmes for funding the civil society activities
Result indicators	 Number of computer workshop and computer course attendees Number of issued ECDL certificates

Measure:	3.1.2.4 Branding local products of great additional value and intensifying
	advertising activities
Strategic guideline:	3. Diversification of economy based on local resources
Strategic objective:	3.1 Developing economically sustainable and ecologically responsible agriculture
Operational objective:	3.1.2 Incorporating innovations and diversification of products and services of family farms
Context	The island of Cres has many typical agricultural and food products, out of which some have still been produced. The most famous and economicaly important products are olive oil and lamb meat. The olive oil was recently registered as Protected Designation of Origin but no promotional campaign has been yet carried out. There is no systematic promotion of the Cres lamb meat which is unique in the world thanks to the autochthonous breed and particular raising system. The island's farmers produce also fresh fruits and vegetables; some of them transforms the fruits into marmalades. Most of the products are sold on the local market and in Mali Lošinj, mainly during the tourist season. The promotion of the local products is done through sporadic events – there is no systematic approach.
Objectives	Increase the visibility of the local agricultural and food products on the local and national market through branding and integrated marketing activities. Add new value to these products and facilitate their access to the market. Contribute to the development of the island as recognisable gastro tourist destination.
Implementation measures (description of activities)	 Develop and promote a brand for the local fresh products (fruits and vegetables) Elaborate a special marketing plan for the Cres lamb meat and products of sheep meat Develop and implement an integrated marketing plan for the PDO "Extra virgin olive oil Cres" Organize special gastro events based on local products with the involvement of the local restaurateurs Increase the use of local ingredients by the restaurants and communicate it to the customers Coordinate the activities of the various stakeholders (farmers, processors, restaurateurs, tourist companies, tourist boards)
Results	 The olive oil and lamb meet have increased the reputation at the national level The tourists and local inhabitants are more inclined to buy locally produced fresh fruits and vegetables The visitors are better informed about the typical agricultural and food products The island of Cres is recognised as gastro tourist destination The quantity of local products sold on the island has increased
Management and partners	 OTRA Associations: "Ulika", "Prmaneka", "Lesa"; Agricultural Cooperative Cres, Tourist Boards of the Towns Cres and Mali Lošinj, local restaurants and tourist operators

Beneficiaries	Farmers and tourist companies
Time frame	2016-2019
Estimated budget /	???
sources of funding	Sources: LAG (Rural Development Fund), tourist boards and towns budgets,
	budgets of the associations, Agricultural Cooperative Cres
Result indicators	 Number of farmers and retailers who sell the fresh products labelled with the new brand Number of gastro events
	 Number of gastro events Number of restaurants using and advertising local products (ingredients) Number of newspaper articles issued and TV reportages broadcasted at national level

Measure:	3.2.3.1 Coordinating and connecting actors from tourism and other similar
	services
Strategic guideline:	3. Diversification of economy based on local resources
Strategic objective:	3.2 Prolonging the tourist season and developing responsible tourism
Operational	3.2.3 Improving cooperation and coordination among stakeholders in
objective:	tourism
Context	The island territory is divided in two administrative units (Cres and Mali Lošinj). Consequently, on the island operate two territorially divided Tourist Boards which have their own programmes and do not consider the island of Cres as a single territory. For instance, the cultural and other events happening on the Lošinj part of the island are not promoted by the Cres Tourist Board and vice versa. Although there are several professional associations, the stakeholders from the area of the Town of Cres collaborate mainly through the Tourist Board which only partly satisfies their needs and does not represent a platform capable of stimulating potential synergies. The activities of the associations have a very modest effect on the overall development of tourism due to the lack of leadership and institutional support. The Town of Mali Lošinj has its own strategy while the Town of Cres mainly relies on the regional tourist master plan, which is only partly implemented. Because the two island's municipalities do not have a common tourism strategy and the respective Tourist Boards and other sectorial organisations do not collaborate enough, the complementary potentials that have each entity are not sufficiently exploited. The potential synergy between agriculture and tourism is still not exploited enough. The same is truth for the insufficient collaboration among different subjects directly or indirectly involved in tourism activities.
Objectives	Improve the cooperation among subjects in tourism and related sectors and better coordinate their initiatives
Implementation measures (description of activities)	 Develop a platform for collaboration and exchange of information on new ideas and initiatives Organize regular meetings of the stakeholders Set up a mailing list for information exchange
Results	 Increased collaboration among different stakeholders directly or indirectly involved in tourism activities Launched new joint projects / initiatives
Management and partners	 OTRA Tourist Boards of the Towns of Cres and Mali Lošinj, Association of private renters, Chamber of Trades and Crafts, other professionals associations, tourist service providing companies
Beneficiaries	Companies and inhabitants involved in tourism sector activities
Time frame	2016-2018
Estimated budget /	???
sources of funding	Sources: Tourist boards' budgets
Result indicators	 Number of stakeholders participating in the meetings Number of emails sent with new information Number of joint projects / initiatives

Measure:	4.1.1.4 Establishing a new operational body responsible for coordination
	of development initiatives and provision of services for the whole island
Strategic guideline:	4. Joint governance and shared responsibility for island development
Strategic objective:	4.1 Strengthening human and information resources necessary for quality governance of island development
Operational objective:	4.1.1 Strengthening the capacity of the key stakeholders in development management
Context	The management of the island only through the institutional framework has proved to be inadequate for the definition and realisation of the compatible or common objectives of different stakeholders and competent authorities at local, regional and national level. The competent authorities are encouraged to extend their collaboration outside the formal sphere envisaged by the law. A system of consultation and cooperation among the stakeholders would improve the management of the territory, from the planning through to the implementation of different activities. The Territory Strategy, as a comprehensive development document, was validated by the major stakeholders and will certainly facilitate the coordination of the individual initiatives and direct them toward the common goals. Nevertheless, the absence of systematic cooperation among the stakeholders makes it difficult for them to share a common vision for the future development of the island and to guide the suitable projects toward the most appropriate direction. It is therefore necessary to establish an operative unit which will be in charge for the implementation of the Territory Charter and coordination of different initiatives.
Objectives	Set up a long-term sustainable system which will secure the implementation of the Territory Charter and provide expert support to local initiatives.
Implementation measures (description of activities)	 Make the analysis of the different option of legal forms suitable for the establishment of a Strategy Implementation Unit – select the most appropriate Develop a fund raising system which will rely on multiple sources committed to support the implementation of the Charter in long term period Hire competent staff Carry out the annual Operational Programme
Results	 The Strategy Implementation Unit is organized trough a legal form which allows a democratic management and the use of simple administrative system The SIU has at least two full time employees with appropriate knowledge and skills A stable funding system for the SIU has been developed The SIU is fully operational and implements the annual Operational Programmes
Management and partners	 OTRA Steering Committee, Territory Charter signatories
Beneficiaries	Project partners and stakeholders, local inhabitants
Time frame	2016-2017
Estimated budget /	210.000 kuna

sources of funding	Town of Cres, Primorje-Gorski Kotar County, Ministry of Culture
Result indicators	Number of employees
	 Number of activities carried out during a year
	 Numbers of partners involved in activities

Measure:	4.3.3.1 Intensifying participation in EU projects
Strategic guideline:	4. Joint governance and shared responsibility for the island development
Strategic objective:	4.3 Strengthening the capacity of the stakeholders to launch new
	development initiatives by developing cooperation with other areas
Operational	4.3.3 Strengthening international cooperation in the Charter
objective:	implementation
Context	The local stakeholders do not have sufficient capacity to implement the Territory Charter and realise all the envisaged goals. One of the ways to increase the implementation capacity is cooperation with neighbouring areas on realisation of joint actions aiming at solving common issues. The most suitable toll for it is the ETC programme. European Territorial Cooperation (ETC), better known as Interreg, is one of the two goals of cohesion policy and provides a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different EU Member States. The overarching
	objective of European Territorial Cooperation (ETC) is to promote a harmonious economic, social and territorial development of the Union as a whole. Interreg is built around three strands of cooperation: cross-border (Interreg A), transnational (Interreg B) and interregional (Interreg C). The current, fifth INTERREG, covers the programming period 2014-2020. The island of Cres is entitled to participate in the following INTERREG Programmes:
	 Cross-border: Slovenia-Croatia Cross-border: Italia-Croatia Adriatic-Ionian Mediterranean Centraleurope
	• Urbact The easiest programmes to participate in are the Cross-border (Slovenia- Croatia and Italia-Croatia). The conceptual orientation of the CP Interreg SI-HR follows the ambition of the Europe 2020 strategy, with its aims at "smart, sustainable and inclusive growth". The overall objective of the Cooperation Programme is to promote sustainable, safe and vibrant border area by fostering smart approaches to preservation, mobilization and management of natural and cultural resources for the benefit of the people living and working in or visiting the area.
Objectives	 Increase the capacity for the implementation of the Territory Charter Establish cooperative relationships with new national and international partners and exchange knowledge and skills Joint realisation of some operational objectives of the Territory Charter
Implementation measures (description of activities)	 Identification of EU cooperation programmes and the planed schedule for public calls Identification of measures of the strategy which are compatible with certain programmes Selection of potential national / international partners Elaboration of joint projects and application to public calls
Results	 Joint international projects implemented Improved knowledge and skills in EU project management and

	implementationNew staff trained
Management and	OTRA and International partners Town of Cross Town of Mali Lexini , Public Institution "Princedo"
partners Beneficiaries	 Town of Cres, Town of Mali Lošinj, Public Institution "Priroda" Inhabitants and tourists, local authorities and companies
Time frame	2016-2026
Time frame	CP Interreg SI-HR: January-March 2016
Estimated budget / sources of funding	??? Sources: The European Regional Development Fund (ERDF); Town of Cres Budget; Town of Mali Lošinj Budget; Primorje-Gorski Kotar County Budget
Result indicators	 Number of ETC project applications Number of partners involved Number of granted projects

Measure:	4.3.3.2 Consolidating partnership with "twin towns"
Strategic guideline:	4. Joint governance and shared responsibility for the island development
Strategic objective:	4.3 Strengthening the capacity of the stakeholders to launch new
	development initiatives by developing cooperation with other areas
Operational	4.3.3 Strengthening international cooperation in the Charter
objective:	implementation
Context	An important number of municipalities in Europe are linked to each other through a formal town twinning agreement. Town twinning relies upon the voluntary commitment of citizens, in collaboration with their local authorities and local associations. It is therefore both a sign of, and an incentive to active participation. It also encourages exchanges of experiences on a variety of issues of common interest, thereby raising awareness on the advantages of finding concrete common solutions. Finally, it provides unique opportunities to learn about the daily lives of citizens in other territories, to talk to them and very often to develop friendships with them. Thanks to the combination of those elements, town twinning has a real potential to foster new initiatives which can contribute to the development of the territory, especially in the field tourism, culture and sport. Town of Cres is twinned with two towns: Comacchio (Italy) and Motta di Livenza (Italy). The cooperation with these towns has never been very intensive – the most important project was the participation of the young Cresians in the project "The Taste of Sport", implemented within the Programme "Europe for Citizens". The results of the project were very positive and could represent the basis for extending the collaboration also in other sectors.
Objectives	Improve the collaboration with twin towns trough joint project in tourism, culture and sport
Implementation	 Identify potential common projects and make a priority list
measures (description	 Identify the project partners and funding sources
of activities)	 Elaborate the project and apply for funds
Results	Implemented joint projects
Management and	Town of Cres and OTRA
partners	 twin towns, cultural and sport associations
Beneficiaries	Inhabitants
Time frame	2016-2026
Estimated budget / sources of funding	??? Sources: Town of Cres Budget, twin town budgets, Programme Europe for Citizens
Result indicators	 Number of projects implemented Number of subjects / persons involved