

The INTENSE Project

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Tuscany Region





Regione Toscana

Integrated Regional Plan for Infrastructure and Transport

A single plan aimed at integrating policies and simplifying procedures regarding railways, motorways, ports, airports, interports, local public transport, roads, cycle mobility after the regional plans of 1989 and 2004.

OBJECTIVES OF THE PRIIM

- Carry out major mobility works of national and regional interest
- Qualify the public transport service system
- Develop actions for sustainable mobility and to improve road and railway safety levels
- Improve the Tuscan logistics platform
- Transversal actions for information and communication, research and innovation, intelligent transport systems.



 **Intense**

 **Interreg** 
MARITTIMO-IT FR-MARITIME
Fondo europeo di sviluppo regionale



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The Plan as an inspiration for good practices and innovation

In order to achieve the objectives of the Plan and to obtain additional financial resources, the Mobility, Infrastructure and Local Public Transport Department also participates in European programs, especially in the sector of sustainable mobility.

We were lead partner or partner in several projects in the periods 2007 – 2013 and 2014 – 2020.



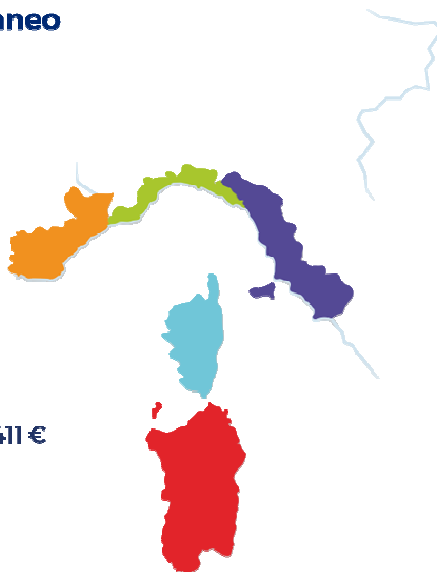


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La cooperazione al cuore del Mediterraneo

CORSICA	Intera regione
LIGURIA	Intera regione
PACA	Alpi-Marittime Var
SARDEGNA	Intera regione
TOSCANA	Grosseto Lucca Livorno Massa Carrara Pisa



 6,5 MLN
Abitanti

 199.649.898 €
Finanziamento

 169.702.411 €
FESR
Fondo Europeo di Sviluppo Regionale

THE INTENSE PROJECT
"Sustainable Tourist
Routes" is funded under the
INTERREG V-A Italy-
France Maritime Program
2014-2020

The funding is 5.1 million
euros

It started on January 1,
2017 and ended on
December 31, 2020

The 13 partners come from
Tuscany, Liguria, the VAR
Department, the Maritime
Alps Department, Corsica
and Sardinia





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Strategic goals

- development of sustainable tourism, in particular cycling and hiking tourism, as a factor of socio-economic growth; tourism will be more widespread (in time and space)
- increase of protected natural areas, cultural and archaeological heritage;
- integrated management of a route system;
- greater diversification of tourist presence during the year;
- collaboration between the Public Administration and Small and Medium Enterprises, promoting the creation of business networks for the provision and management of services.



Goals and project products

- Identification of a sustainable tourist itinerary (project and costs and shared standards)
- Shared governance of the itinerary (governance model and shared standards for planning and service)
- Shared touristic promotion of the itinerary
- Shared projects and investments along the itinerary



Who was involved in the project?



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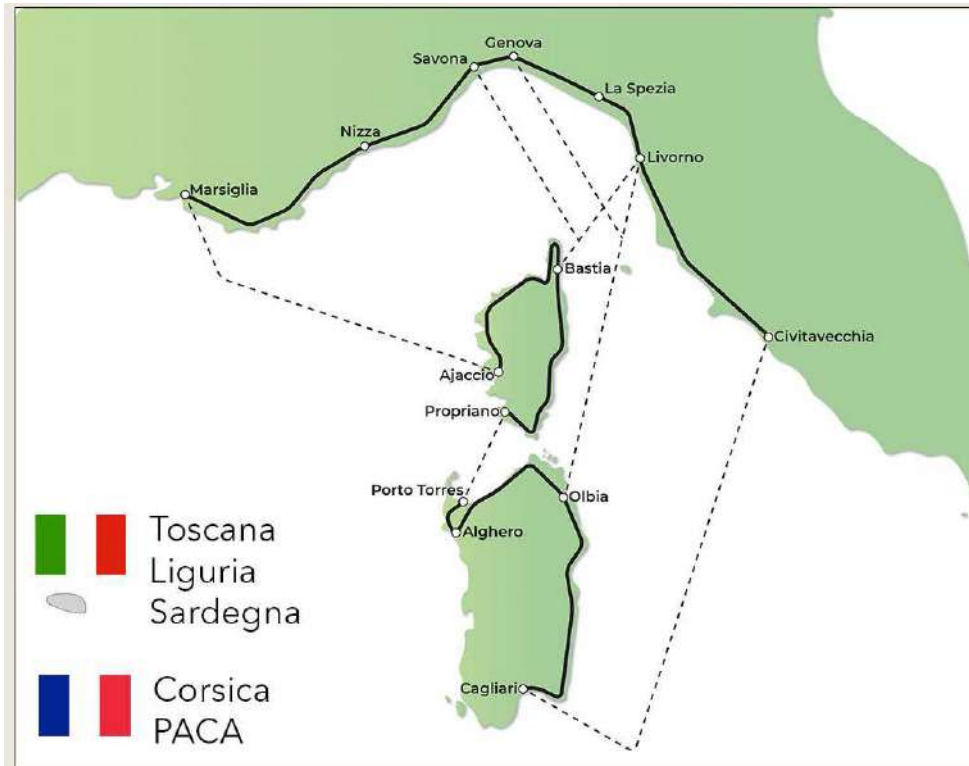
- Public administrations
- Professional and voluntary associations
- Small and medium-sized enterprises
- Citizens





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The INTENSE itinerary



The INTENSE itinerary consists of:

- a cross-border cycle route
- a series of hiking itineraries that intercept the first in several points.



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Projects and investments



15 investments were made:
construction of sections of
the itinerary and purchase of
materials for the use of the
routes





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A shared governance



Numerous meetings were held with public and private stakeholders to collect ideas and suggestions for editing a governance model of the itinerary





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Thanks for your attention



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