### Output factsheet: Strategies and action plans

<table>
<thead>
<tr>
<th>Project index number and acronym</th>
<th>CE394 GreenerSites</th>
</tr>
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<td>Lead partner</td>
<td>City of Venice</td>
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<tr>
<td>Output number and title</td>
<td>O.T4.1 Strategic Action Plan _ Venice</td>
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<td>Responsible partner (PP name and number)</td>
<td>City of Venice LP, Veneto Region PP6, NASPA PP8</td>
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<td>Project website</td>
<td><a href="https://www.interreg-central.eu/GreenerSites">https://www.interreg-central.eu/GreenerSites</a></td>
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<td>Delivery date</td>
<td>July 2019</td>
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### Summary description of the strategy/action plan (developed and/or implemented)

The project partners, the City of Venice, the Veneto Region and the North Adriatic Sea Port Authority jointly developed the Strategic Action Plan (SAP) for the Venice FUA. The SAP describes the concrete actions that, according to project experience and approaches, can contribute to increase the effectiveness of management of identified brownfield sites in the territory of Venice Functional Urban Area, and specifically in Porto Marghera Industrial Area. This strategic action plan (SAP) is arranged with the purpose of contributing to the strategic development of the site and provide sustainability to the action implemented within the project. It has been issued taking into account the specific outcomes of the pilot actions developed during the project and the results of the stakeholders’ consultation and the participatory processes activated in the considered Functional Urban Area (FUA). In the elaboration of the GreenerSites SAP, the project partners agreed to design their strategic actions starting from the results of their implemented pilot actions in order to give sustainability and effectiveness to the actions implemented within the project in consideration that a larger deployment of the area is already planned also at national level.

These actions are described in detail in the second part of the document, starting from the analysis of the specific problems addressed, describing the objectives of the intervention, the actors, roles and timing of activities, and identifying also the financing sources and concrete implementation steps.

The City of Venice has created its Municipal Development Agency to promote and attract investments in the area of Porto Marghera as the relaunch of the Site is considered strategic for the entire FUA of Venice. The Veneto Region plans to extend the monitoring system set within
its pilot actions to other sites. The objective is to formally propose an update of the procedures adopted for monitoring the gaseous substances at the local level, as part of the Program Agreement for Porto Marghera, and at the national level, within the work group involving the various Regional Environmental Agencies (work group SNPA VI / 3-2). The North Adriatic port Authority intends to continue the exploitation of the results of the capping to other sites with the view of building a new terminal container in the area.

### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

IT (ITH3, VENETO, ITH35 VENICE)

### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The redevelopment of the Porto Marghera is a priority for the City of Venice, the Veneto Region and the North Adriatic Sea Port Authority and receives deep attention also from other local authorities. The issue has also a strong national relevance. The status of “complex industrial crisis area” conferred to the site by the Government, has recently brought the Ministry of Economic Development and the Veneto Region to allocate euro 26,7M (Programme Agreement of 23 October 2018) to finance different reconversion projects and plans to attract new investments. Referring to this context the redevelopment of the area and the planned actions are considered strategic for the entire FUA of Venice. The partners will work in synergy with the Ministry of the Economic Development, the National Development Agency, site owners and other relevant stakeholders to enhance the enhance and manage the reconversion process.

### Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The project partners elaborated the SAP taking into account the results of the stakeholders’ consultation and the participatory processes activated in the (FUA). Meetings were held by the project partners with relevant stakeholders to share ideas for the definition of the Strategic Action Plan and to agree on the priorities. The meetings involved all the members of the Permanent Board for the Reconversion of Porto Marghera which brings together decision makers and administrators from the most relevant institutions in the FUA, managers from the enterprises located in Porto Marghera, trade unions, business support Organisations and Associations. The participatory process contributes to give more sustainability. Furthermore, the SAP is supported by other institutions in the FUA through the signing of a Memorandum of understanding for the commitment to the project approach.

### Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation
The City of Venice, the Veneto Region and the North Adriatic Sea Port Authority benefitted from the joint implementation of project activities acquiring useful knowledge and know-how on brownfield management during the different training opportunity provided within the project (workshops, study visits and pilot site visits) and constant exchanges with the partners. At the same time the City of Venice offered the partners different occasions for knowledge and good practices’ exchange. Strategic planning was the focus of two different transnational workshops held respectively at the beginning of the project and during the last phase where project partners shared views and were provided with new methodologies and tools to prioritize the actions.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

D.T4.1.3 Strategic Action Plan