

## Verifier's Report to the Evaluation Committee

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**Name of protected area:** Area Marina Protetta Torre del Cerrano

**Name of verifier:** Giacomo Benelli

**Date of submission of application by protected area:** 27th February 2014

**Date of verification visit:** 9 – 10 June 2014

**Date of completion of this report:** 10 July 2014

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### **NOTES FOR THE VERIFIER**

Where  is shown, verifiers are asked to indicate a score, using the following system:

- X** Not relevant
- 0** Not happening
- 1** Weak – little action
- 2** Moderate – action happening in this area, sufficient at present
- 3** Good – significant action, totally satisfactory

A star \* may be added to a “3” score to indicate an excellent example of best practice (3\*).

Verifiers are asked to comment on individual questions to provide further information or explanation, keeping their answers concise. In particular, the reasons for any score under 2 should be briefly explained, highlighting any particular causes for concern.

The reasons for any score of \* awarded should also be explained: what makes this an example of best practice? The star should be used sparingly, and only for outstanding initiatives or actions which can serve as models at the European level.

The format for this verifier's report is linked closely to that of the Application Report completed by the protected area. You should have received the Application Report in electronic format. You may copy information from the Application Report into this report to support particular answers where this is helpful.

**If you do this, we would ask you to indicate very clearly (e.g. by use of a different typeface, highlighting, etc.) the text which has been copied from the Application Report.**

Your own observations relating to the information provided by the protected area and gained on site are, of course, particularly important – the Committee will have the full Application Report available to refer to as necessary.

Please attach a list of any documents received from the protected area or presented during the visit which were not included in the original application.

## Programme of visit, key sites and partners visited:

### Monday, 9th June 2014

11:30 Arrival by train at Giulianova, transfer to regional train service to Pineto

**13:00 Area Marina Protetta Torre Cerrano Headquarters (AMP TC HQ) in Pineto.**  
**Meeting with Marine Park staff, and representatives from the Municipality of Pineto:**  
*Benigno D'Orazio*, President AMP TC, *Fabio Vallarola*, Director AMP TC, *Alessandra Zollo*, ECST Coordinator AMP TC, *Robert Verrocchio*, newly elected Mayor of Pineto, *Marcello D'Alberto*, Municipality of Pineto, Resp. Ufficio Demanio Marittimo (Action 11 "Cerrano Tower of Europe"), *Mauro Cerasi*, Municipality of Pineto, Resp. information office IAT (Action 10 "Green IAT")

Topics: general impressions on the Charter Process, involvement of the Municipalities and other Institutions, function and role of the AMP TC and its tower, organisation, staff involved, services to the tourists, Actions 10 and 11.

### **14:00 Lunch at the beach bar resort Miramare**

*Mauro Pavone*, President Ass. Balneatori ("beach bar resorts") Pineto (action 6 "Tidy Pinewood"), *Benigno D'Orazio*, President AMP TC, *Fabio Vallarola*, Director AMP TC, *Alessandra Zollo*, ECST Coordinator AMP TC, *Robert Verrocchio*, newly elected Mayor of Pineto

Topics: Action 6 "Tidy Pinewood"; agreement (Protocollo D'Intesa) between AMP TC and CNA (Federazione Autonoma Balneari), Confesercenti (Federazione Italiana Imprese Balneari), Confcommercio (Sindacato italiano Balneatori); 8 points contained in the Agreement and in particular "environmental characterization" of the beach bar resorts (Stabilimenti balneari), joint projects, Bolkestein Directive.

### **16:00 Meeting at AMP TC HQ.**

*Alessandra Zollo*, ECST Coordinator AMP TC, *Annamaria Di Febo*, Iris Viaggi, (Action 14 "Abruzzo in the heart"), *Annarita Iachini*, Resp. Communication for Cerrano Trade, (Action 24 "Newsletter Brezza di Mare", Action 19 "Green nights"), *Silvia Bizzarri*, Soc. Consortile Terre Del Cerrano, (Action 18 "food and wine tourist trail"), *Biagio Iezzi*, Confesercenti Provinciale Teramo (Actions 17 "garden of Mediterranean plants", 20 "Park at the table", 27 "cycling in the Park")

Topics: Actions 14, 17, 18, 20, 24, 27 organisation of large events, communication activities, social media, newsletters, role of travel agency, connection with inland attractions. Brief interview on the Charter process and on the next phases.

**18:00 Hotel Jean Pierre.** *Grazia Leonzio (and family)*, Hotel Jean Pierre (Action 13 "young reporters")

Topics: involvement of young generations, type of tourism in the area, hotels managed by families, history of the town of Pineto (Pinewoods, historical role of Mr. Luigi Corrado Filiani).

### **19:00 Torre del Cerrano**

*Berardo Cardinale*, University of Teramo (Action 21 "golden guide"), *Benigno D'Orazio*, President AMP TC

Topics: funding of promotional events, involvement of Universities, summer camps, masters.

**20:00 Visit to the Cerrano Tower, with a Cerrano guide *Marco Giampietro*.**

### **21:00 Abruzzo Marina Hotel, Dinner**

*Claudia Di Silvio*, Abruzzo Marina Hotel (Action 15 “radio abruzzo marina”), with *Benigno D’Orazio*, President AMP TC, *Fabio Vallarola*, Director AMP TC, *Alessandra Zollo*, ECST Coordinator AMP TC, *Stefania Petrosillo*, FEDERPARCHI

Topics: ECST in the AMP TC, radio instore programme on the AMP TC activities and attractions.

## **Tuesday, 10th June 2014**

### **09:00 AMP TC HQ**

*Benigno D’Orazio*, President AMP TC, *Fabio Vallarola*, Director AMP TC  
*Alessandra Zollo*, ECST Coordinator AMP TC, *Stefania Petrosillo*, FEDERPARCHI  
brief analysis/discussion of the protest of fishermen that took place in the morning (05:00AM – 08.30 am) when a fleet of about 70 “turbosoffianti” (i.e. clam boats) protested and invaded the protected waters of the Marine Park (see final section of this report “any further comments and observations”).

Topics: role and relationship with the different fishing fleets, their role and attitude, function of the AMP TC

**10:30 guided walk towards the Cerrano Tower** with explanation of several actions  
*Fabio Vallarola*, Director AMP TC, *Alessandra Zollo*, ECST Coordinator AMP TC, *Stefania Petrosillo*, FEDERPARCHI, *Mirella DiGiandomenico*, *Marco Giampietro Ass.* Guide Cerrano (Action 3 “Dune and Kentish Plover”), *Francesco Lanzi*, Stabilimento Balneare La Nelide (Action 12 “Environmental characterization of the beach bar resorts”), *Mauro Pacchione*, President Ass. Il Mare Oltre L’ombrellone (Action 8 “the sea beyond the umbrella”)

Topics: surveillance (Action 9 “the preservation of pine forests”), interpretation activities (Action 2 “a window on the Kentish Plover”), contacts and information for tourists, signposts, Kentish plover nesting habits and needs (Action 3), visitors management activities and needs, (Action 8) interpretation activities in the waters of the marine reserve and potential activities involving traditional fishermen, (Action 26 “shuttle bus”) promoting and offering sustainable transport.

**13:00 “Chalet del Mare”(beach info point near the Cerrano Tower** managed by AMP)  
*Antonio Fusco*, Commander Maritime Directorate of Pescara - Ufficio Locale Capitaneria di Porto Silvi in sostituzione del Comandante Pezzuto di Pescara (Action 16 “Chalet of the Park”) Present: President, Director, CETS Coordinator, FEDERPARCHI

**14:00 International Camping**, *Manlio Ruggeri* (Action 7 “Eco-friendly camping”)

Topics: understanding the needs of international visitors, attracting and targeting international visitors, collaboration between camping and AMP TC

**15:00 Briefing:** President AMP TC, Director AMP TC, CETS Coordinator, FEDERPARCHI  
*Benigno D’Orazio*, President AMP TC, *Fabio Vallarola*, Director AMP TC, *Alessandra Zollo*, ECST Coordinator AMP TC, *Stefania Petrosillo*, FEDERPARCHI

Topics: comments on the Charter process, strengths and weaknesses, requests of clarification and integration, future tasks and commitments.

**17:00 Departure** by train, accompanied by the Director *Fabio Vallarola*

## Overall Impressions

The Area Marina Protetta Torre Cerrano (AMP TC) is located along the crowded and developed Adriatic coastline within the Province of Teramo in the Abruzzi Region of central Italy. The AMP TC includes seven miles of coastline and covers 37 sq.km of which 3,431 ha is water in the territory of the two municipalities of Pineto and Silvi, also including its coastal areas of the maritime domain (“demanio marittimo”).

The AMP TC protects marine waters of two distinct habitat types: the typical sandy bottoms of the Adriatic Sea (always subject to intense pressure from the fishing industry), which characterise the majority of the marine area, plus some parts of the bottom with cliffs due to the presence of the half-submerged boulders – probably the remains of a, L-shaped pier from the ancient port of Atri. This port has Roman origins, very important in old times for maritime trade probably for ships carrying cereals from Puglia and Sicily, destroyed by the Republic of Venice, along with nearly all the other Adriatic ports.

About 500 years ago, the area of the ancient port was chosen as the place to build a tower (i.e. the Torre Cerrano or Cerrano Tower) by the Kingdom of Naples which decided to build an efficient system of protection against Saracen invasions on the kingdom’s coast, consisting of towers visible from each other, for quick and effective communication.

The Cerrano Tower owes its name to the nearby Cerrano stream (flowing down from the hills of Atri, located 500 m south of the tower in the town of Silvi). The name in turn probably derives from the goddess Ceres. The Cerrano tower is now the symbol of Silvi and Pineto, giving name to the Marine Protected Area, as it represents the history, the identity and the cultural and natural heritage of this area.

Its construction (as seen today in its basal part) dates back to 1568 to the work of the Spanish Kingdom of Naples, under Salazar Alfonzo (though the work is executed on the ruins of an older tower already restored in 1287). The tops and sides of the tower are more recent, built in the last century. In 1983, it became the heritage of the Province of Teramo. Today the Torre hosts the Museum of the Sea, the Info point of the AMP TC and the International Training Centre of Veterinary Institute (IZS A&M).

The well preserved and fully restored Cerrano Tower, overlooking the dunes, is located just two kilometres south from the centre of the town of Pineto, which take its name from the pinewoods (i.e. Pineta) characteristic of area. It was Luigi Corrado Filiani, an educated landowner and visionary ecologist, who initiated in the 1900s the project that would have marked the history and urban context of the future Pineto: the creation of a coastal pine forest, with the purpose of recreating an ancient coastal forest that had disappeared due to intensive use of timber implemented in previous centuries.

The work to recreate the coastal pine forests started in the 1920s. Following the hard work of reclamation and levelling over a wide coastal area mainly occupied by Mediterranean vegetation, more than 2,000 trees were planted, all Stone/Umbrella pine (*Pinus pinea*). Subsequently, the State Forestry Corps, planted firstly Aleppo pine (*Pinus halepensis*) and, more recently, also Stone/Umbrella pine (*Pinus pinea*).

The AMP TC hosts relevant dune vegetation, with beautiful specimens such as the sea daffodil (*Pancratium maritimum*), the Gargano Mullein (*Verbascum niveum* subsp. Garganicum), the sea bindweed/morning glory (*Calystegia soldanella*) and the Euphorbia (*Euphorbia pepelis*). In the southern area, close to the pine forests populated with Stone pine (*Pinus pinea*) and Aleppo pine (*Pinus halepensis*), there is also an important population of the rare “saffron of the beaches” (*Romulea rollii*).

On the dunes of the Marine Protected Area, in addition to the observation of many interesting species of insects such as *Scarabeus semipunctatus* and the rare *Lamprinodes pictus*, there is a very interesting and remarkable presence (considering the proximity to tourist beaches) of several nesting pairs of Kentish plover (*Charadrius alexandrinus*), a rare migratory wader that frequents the beach from April to late September.

The AMP TC also protects a number of marine animal species (e.g., the small and rare *Trivia adriatica*, represented in the logo of the AMP TC, or the *Sabellaria halcocki*). In the underwater environment of the protected area there are various species of fish and shellfish such as European conger, European sea bass, sole and sargo, who live in contact with sandy bottoms characterised by extensive and important populations of clams (*Chamelea gallina*), much wanted by the fishing fleets of clams boats (i.e. turbosoffianti).

To protect all this biodiversity and cultural heritage a Consortium (made up of Abruzzi Region, Province of Teramo, Municipalities of Silvi and Pineto) was established to manage the AMP TC, in February 2008. In practice the Managing Authority (i.e. Consortium) became active in April 2010. This was the result of a process begun in 1997 when the AMP TC was inserted in the national law 334. Throughout this process there was a continuing commitment from local governments and especially with the involvement of local associations and stakeholders.

Despite the young age of the Managing Authority (the AMP TC is only 4 years old!), there have been several achievements, awards, and projects reached and developed. The AMP TC now has a pivotal role identifying and developing a full programme of protection and enhancement of the environment alongside the network of underwater oasis. It has allowed, in recent years the preservation, restocking and the study of the marine ecosystem.

The AMP TC also clearly acts as an attractor for this territory, and it is very active organising various types of events: involving volunteers, coordinating monitoring, boosting promotion, developing partnerships, and providing several interpretation and educational activities targeting tourists and residents.

### **Comments on the application from the protected area and evaluation visit:**

The tool represented by the Charter has been fully understood in all its potential by the AMP TC and the level of involvement, commitment and motivation of all actors that participated in this process is really significant, both in the application documents and during the evaluation visit.

It is worth mentioning how the AMP TC decided to start the Charter process. This was thanks to the vision and will of the President Benigno D'Orazio who had first learned about the Charter during a FEDERPARCHI event, organised on 29th May 2012 in Spergolaia – Alberese (Maremma Regional Park, Tuscany). As soon as the President learned about the Charter and other case studies, he immediately felt that the Charter methodology was perfectly in line with what they were already working on (as AMP TC), and therefore decided to action all the needed technical and financial tools to obtain the award.

This is not a secondary aspect, and it is reflected in the high visibility and importance that was given to the Charter from the very beginning, demonstrating they have well understood and embedded the 10 principles and the Charter methodology as tools to boost sustainable tourism into the core business of the AMP TC.

All the staff were knowledgeable about the Charter and in line with its principles. Particularly interesting is the engagement of a category of stakeholders such as the managers of beach

bar resorts (“stabilimenti balneari”) that, through an interesting pilot initiative, signed a protocol containing 8 points where key stakeholders decide to collaborate with the AMP TC to improve their environmental impact and the characterisation of the beach bar resorts, which are very popular all along the Adriatic Riviera.

In fact, without doubt, the attractor of the area are the classic tourist beaches of the Adriatic Riviera, but the presence of the AMP TC is raising awareness about the natural elements, their beauty and function. The importance and added value of having a protected area is permeating in a context where several interests take place.

The AMP TC developed another interesting pilot initiative. In particular, due to the low financial resources available and the recurrent delays from the AMP TC Consortium members in paying their annual fee/quote, the AMP TC started to develop a number of Public-Private Partnerships (PPPs) that consolidated its presence and role in the territory, as well as improving its economic capability.

This pilot initiative (summer 2010) is represented by the establishment of a private company (i.e. Cerrano Trade) controlled and owned directly by the AMP TC, which has been developed to cover all the commercial activities, active from summer 2011. The profits of Cerrano Trade are now essential to balance the annual turnover of the AMP TC. It allows them to pay the salary of additional staff, and to arrange and provide a wide spectrum of activities such as guided walks, guided snorkelling, management of info points and parking at the beaches, hiring-out of beach umbrellas, educational activities, merchandising, realisation of events, newsletter and communication material.

The reasons that lie behind this initiative relate to the current situation of public bodies in Italy. The municipalities that are part of the Consortium have sought to contribute to its operations by issuing bathing concessions in lieu of cash money. They choose this option owing to the financial difficulties faced by local authorities that, in fact, prefer to give goods and services to the AMP TC, thus saving funds levied on municipal budgets.

The choice appears in line with the increasingly urgent attention of citizens on public expenditure: the knowledge that the AMP TC does not weigh on municipal coffers increases the popularity and the acceptance of the Marine Park, allowing the implementation of the activities of nature conservation.

The activity of hiring-out umbrellas to tourists, run by Cerrano Trade and located in two different sites (Pineto and Silvi), is on public lands where the human presence is required to guarantee surveillance and information to tourists, allowing the Kentish Plovers to nest and successfully breed (not always of course) near to tourists and crowded areas.

The area in Pineto is facing the Chalet of the Park (which existed before the establishment of the AMP TC) acting as info point, and point of departure for snorkelling and guided tours. In this context, the possibility of renting umbrellas represents an element of service to those who use that stretch of beach. Moreover, the presence of AMP staff, paid for by the services provided (i.e. parking, guided tours, umbrellas, etc.), is useful for better protection and surveillance of the most important part of the Marine Area (zone B) where there is a considerable and constant presence of tourists. Finally, through these low-cost umbrellas, this tends to discourage the use of other free umbrellas in zone B, which otherwise could cause disturbance to the nesting Kentish Plovers.

The area in Silvi already had a bathing concession before the establishment of the AMP TC. The area has already been attributed to the park for the management of the local tourist information office. Therefore, no new infrastructure will be made. The presence of AMP TC also ensure the improvement of the surrounding areas (i.e. Park Nassiria) that currently are a

source of degradation at the various critical points. The goal is to activate a complex synergic work, from conservation activities to education/interpretation and enhancement of small-scale tourist traditional fisheries (pesca-turismo) that also are included among the purposes of the AMP TC.

In both areas of Pineto and Silvi, managed by the AMP TC/Cerrano Trade, privileged access to the disabled will be offered.

Regarding Cerrano Trade (the commercial private company managed by the AMP TC), after the start-up phase, the region is allocating to the company the headquarters in Silvi, in rooms adjacent to the tourist information offices. The stability of the society is a strategic element for a whole range of activities carried out in all the field of sustainable tourism.

Also this year, the company closed its budget with a positive balance, helping both in terms of activities in financial terms more directly to the development of the AMP TC. The AMP TC received special awards from the Italian Ministry for its pro-active financial attitude, becoming an example of best-practice for the self-financing of protected areas. In order to guarantee transparency of the management of Cerrano Trade the same rules of AMP TC are applied to the private company and certainly the opening of the new office will ensure the best possible access for citizens to ask for all the relevant information.

Finally, the board of directors has appointed Alessandra Zollo (ECST Coordinator) as director of the company - employee of the AMP TC and responsible for administrative activities associated with the European Charter. This fact, therefore, contributes to the stability of the Charter process, ensuring the best coordination and the implementation of the planned activities and the vitality of the established Forum.

### Verifier's assessment

#### **Overall comment on the sustainable tourism strategy and action of the protected area and how it relates to the European Charter:**

The Charter is perceived as an excellent opportunity for this small marine protected area, as a tool for developing and boosting sustainable tourism and strengthening the identity and promotion of the area. It is mainly perceived as the chance to consolidate the AMP TC in an European context with an effective coordination for the promotion of the area with a consistent and coherent marketing strategy. I was able also to test the interest of the local authorities and all tourism businesses in developing the Charter. They were proud of the high value of the AMP TC and its natural and cultural heritage and willing to develop it as a tourist attraction.

The sustainable tourism strategy includes a detailed analysis of the current situation. The approach used is simple but realistic. The three pillars of the strategy as follows:

#### 1. Sharing of the project for tourist development called the "Riviera dei Borghi d'Acquaviva

Need to establish a network between the different actors of the territory. In this sense, the AMP TC is called upon to make a contribution placing itself at the service of this process as a reference and coordinating subject, and as a facilitator and catalyst for the development of the sustainable tourism.

This is to avoid the (perceived) danger of having a closed minded approach, lack of dynamism, lack of vision of the area which would inevitably lower the competition level in a tourist market that is changing rapidly.

2. Valorisation of the Agreement with the beach bar resorts (protocollo d'intesa con stabilimineti balneari) to improve the environmental management of the beach resorts.

Pivotal role of beach tourism in the strategy of sustainable tourism development of the AMP TC. Raised awareness among beach bar resorts managers, to operate in a unique environment.

3. Acknowledge the tourism potential of the nature conservation activities in the AMP TC.

Need to maintain an high quality of the natural environment, collaborating with the AMP TC in its institutional actions to safeguard and protect nature, and culture. This focus also aims to improve the quality of life for residents and the quality of holidays for tourists, who are increasingly attentive to the issues of environmental protection and sustainability during their experience as visitors to places of great environmental value.

The actions proposed are feasible, well coordinated and realistic. Also their relative budget looks appropriate.

#### **Main strengths:**

1. The ECST is perceived as an excellent opportunity for this small protected area, and a tool for developing sustainable tourism and strengthen the identity and promotion of the area.
2. Good network of events and activities in place, based around the Tower, using the AMP TC as identity of the place.
3. Good efforts to use multiple sources of funding: proactive attitude.
4. Quantity and quality of the communication activities.
5. Partnership with beach resorts.
6. Good involvement of local communities with shared objectives.
7. Monitoring activities involving also volunteers.
8. Cerrano cards and public-private partnerships.
9. Training of the staff.
10. Identified strategy (simple but realistic).
11. Projects developed and submitted. Very active international network of PAs in the Adriatic (AdriaPan Initiative).
12. Local products identified and sold.

#### **Main weaknesses:**

1. Lack of survey to identify future visitor market.
2. Conflicts with fishermen's associations (clam boat network).
3. Assessment of visitors satisfaction.

#### **Conclusions and recommendations for the protected area:**

1. Develop pilot initiative with traditional/sustainable fishing associations / networks.
2. Programme a future visitor market survey in partnership with local and tourism authorities.
3. Improve surveys to measure visitor satisfaction and visitors flows.
4. Improve connections with hotels and their relative associations, by offering direct services to their clients.
5. Develop actions to monitor the quality of facilities and services.
6. Improve the use of social networks (e.g., Facebook as a public instead of personal page).



7. Maintain the transparency of the public-private partnerships in place (i.e. Cerrano Trade).
8. Ensure continuity with the Forum.
9. Ensure training of tourist operators (hotels, camping, beach bars) and fishermen.
10. Start/develop pilot initiatives with Trenitalia.

The whole process of verification has been well arranged and executed. The entire team of the AMP TC and all the Charter partners showed themselves to have well understood the Charter, and have a very high desire and commitment toward this award, being well aware of its benefits.

Clearly the fishermen's protest shows how difficult is to insert protection measures in such heavily populated and developed areas, with an overpressure from the fishing industry. In this regard, the Charter can really help the AMP TC boost its activities and consolidate its role.

## **DECISION: CHARTER AWARDED**

## **General information about the protected area – Section A of Application Report**

### **I. Has full and clear factual information been supplied by the protected area in answer to sections A1 – A14 of the Application Report framework? 2**

Yes. The map provided in the application dossier does not clearly define the Charter area, because it coincides with the AMP TC, when it should include the whole territory of the Municipalities of Pineto and Silvi. However, I was able to clarify during the visit that this has been clearly a misunderstanding with the consultants that supported this process and in practice the Charter area is meant to be the whole territory of the two municipalities involved (Pineto and Silvi).

### **II. Additional/amended information not contained in protected area's application:**

Also during the information visit I collected important documents that I felt were part of the Charter application.

- Strategic project for the tourist development (Progetto Turistico per lo sviluppo turistico) of D.M.C. Riviera dei Borghi di Acquaviva. Soc. Cons.
- Agreement with beach bar resorts managers signed 10th November 2012

I asked for clarification regarding the structure and the role of the private company managed by the Marine Park (i.e. Cerrano Trade).

- Delibera Consiglio di Amministrazioni. 60/2014 del 12/05/2014. This resolution of the Board of Directors, is fundamental to clarifying the role and transparency of Cerrano Trade, and guarantees that it operates according to the law.
- Delibera Consiglio di Amministrazioni. 04/2012 del 26/07/2012. This resolution clarifies the breakdown of operating expenses between the Consortium Bodies.

Also, following the verification visit and my inputs, two actions were added to the action plan in order to strengthen the tie with environmental organisations active in the area.

1) The action "volunteers for the environment" managed by Legambiente Abruzzo proposes a series of events for promotion, protection and environmental education throughout the AMP TC. Specifically, it foresees 3 annual campaigns: "Operation clean beaches and sea", "Clean up the World" and "Festival of the Tree." All are voluntary actions aimed at environmental cleaning, preservation and improvement of the AMP TC in order to ensure usability by visitors, organised at local level in collaboration with associations, operators, schools and administrations.

Particular attention will be given to:

- "Park of Nassiriya", green area before the south gate of the AMP TC, a small garden on the beach, surrounded by natural dune and rich vegetation of great interest and ideal for the nesting Kentish plovers (*Charadrius alexandrinus*).

- The Pinewood, “green heart” of the AMP TC, south of the Tower, an unique environment, which creates a favourable microclimate in the life of several animal species, including the Great Tit (*Parus major*), the Short-toed Treecreeper (*Certhia brachydactyla*) and squirrels.
- The whole beach.

2) The action “mission clean beaches” is proposed by the Promoter Group Vida & Movida, which organises a waste collection in the area of Scerne Pineto on the occasion of World Environment day, involving the entire community. The main aim is the protection and improvement of the environment and to raise awareness on the clean beaches, through increased attention towards a (good) sense of civic duty.

**III. Any information not available, and reasons for this:**

No.

**IV. Are you satisfied that the information supplied is accurate? 2**

Certain part of the application tend to be repetitive and could be improved in several sections. i.e. 1.2 and 1.3, 1.1 and 2.4. The map of the Charter area should be updated, to also include the territory within the two Municipalities of Pineto and Silvi.

**V. Are there any factual issues that might affect the eligibility of the protected area for award of the Charter?**

None as far as I am aware.

## Meeting the Charter principles - Section B of Application Report

*Note: Areas in **grey shading** indicate particularly important points which are critical for successful evaluation. They correspond to the shaded areas in the Application Report. NEVER type within the shaded area, except the score, please.*

### Principle 1 – Partnership with local tourism stakeholders

**1.1 Has a forum or other partnership structure been established to enable the protected-area authority to work with others on the development and management of tourism, including implementation and review of the strategy?**

2

**Briefly describe this structure, including size and membership, frequency of meetings, etc.:**

A Forum was firstly established on 27 October 2012, when around 200 participants attended, of which 50 decided to join the Forum and 28 formally signed the agreement. All major representatives, institutions, associations and stakeholders are involved. From the presentations and material available online, as well as from the conversation had during the visit, is evident an high involvement of the main

politicians and institutions of the area, supporting the Charter and sharing its 10 principles. Also the local community is highly involved as well as volunteers organisations and other key stakeholders (hotels, camping, beach bars resorts, environmental association, Marine authority, travel agency, guides, etc.). Within the forum a steering committee (i.e. cabina di regia) has been established, composed by 5 people (3 of the AMP TC, 1 consultant of FEDERPARCHI and 1 Consorzio Cerrano Trade).

Benigno D’Orazio	President AMP TC
Fabio Vallarola	Director dell’AMP TC
Alessandra Zollo	ECST Coordinator AMP TC
Silvia Bizzarri	Consorzio Cerrano Trade
Luca Dalla Libera	Federparchi Consultant

The construction process of the Charter has been achieved through a commitment of the AMP TC and its Charter Steering Committee that can be ideally divided into three phases.

#### Phase 1 “Communication and commencement of work”

	Oct. 2012	Nov. 2012	Dec. 2012	Jan. 2013
Opening Forum	27			
Informative meetings		17	3, 12, 17	8, 15

#### Phase 2 “Data collection, Operational links with other initiatives”

	Mar. 2012	Apr. 2012	May. 2012	Jun. 2013
Tourist Data Collection	X	X		
Steering committee			20	
Operational links			X	
Proposal of strategy				X

#### Phase 3 “Toward the Action Plan”

	Jul. 2013	Aug. 2013	Sep. 2013	Oct. 2013	Nov. 2013	Dec. 2013
Intermediate Forum	25					
Steering Committee	26		16	7	14	06
Technical meetings			16	7, 24	21	
Elaboration Action Plan				X	X	X
Final Forum						06

The first part was launched in autumn 2012, when a significant communication effort was made by the AMP TC on the issues of sustainability of tourism and the need to collaborate with the tourism industry in order to promote a protected territory attentive to issues of sustainability and of the needs of tourists and residents. (Therefore the definition of a shared strategy.) In this first phase attendance of about two hundred concerned operators were recorded .

The second phase, produced during the spring of 2013, was used to collect tourism data and to link the project with other initiatives that the AMP was preparing for the tourist season.

A third part, starting 25 July 2013 represented an acceleration, with aims to approve thirty concrete actions that the various parties then signed with the 10 principles of

the European Charter for Sustainable Tourism at the Final Forum on 6th December 2013. At the last stage of finalisation, as always happens when you move from the phase of listening to the assumptions of responsibility, they recorded attendance of about two hundred operators concerned.

- The cadence of the commitments can be summarized briefly as follows:
  - Information meeting with hoteliers 17<sup>th</sup> November, 2012 at Villa Filiani Pineto that you are 29 registered players.
  - A second meeting was repeated the following 3<sup>rd</sup> December 2012 with the participation of 21 other registered hosts (and / or tour operators). 03 is the same day a meeting was held with the traders (20 appearances).
  - The meeting of 12<sup>th</sup> December 2012 was dedicated to balneatori. Again the response was positive with 41 attendances recorded.
- Subsequently, a meeting was held with staff of the local tourist association. Meeting which saw the active participation of 14 players.
- With the new year have been made the last two meetings, the first on 8<sup>th</sup> January 2013, the second on the 15<sup>th</sup> of the same month saw the involvement of about forty people (29 in the first and the second 9).
- During this first phase was an initial focus attention on the fundamental definition of the strategy that rests on the one hand the need for a strengthening of the institutional Young AMP (2 municipalities, the Province of Teramo and the Abruzzo region) and by 'more on the need to make a pact with private entities.

Once the first phase of involvement has not failed but attention to the participation of different actors. Such attention, taking into account the strategic AMP (above), was shared by the two municipalities of the representatives of the institutions. Suffice it to indicate the presence and intervention of great attention to the CETS of Matteoli (former Environment Minister of the Italian Republic) at the Forum 25<sup>th</sup> July 2013 and the involvement of the Abruzzo region certified by the participation of its Vice-President, Minister for Economic Development, Alfredo Castiglione forum's final 6<sup>th</sup> December 2013.

## 1.2 Are local tourism enterprises involved? **3**

Yes, firstly 200 potential tourist operators attended the first Forum. Subsequently several meetings have been arranged with the staff of the Consorzio Turistico Locale, and several other tourist operators (14). The IAT (local information offices), the Consorzio Turistico Locale Terre del Cerrano and the Consortium "Riviera dei Borghi d'Acquaviva" are key partners.

## 1.3 Is the local community involved? **3**

Yes, highly involved. The IAT of Pineto and Silvi, the Consorzio Turistico Locale Terre del Cerrano and the consortium of destination management guide called the " Riviera dei Borghi d'Acquaviva " (DMC 10). In particular, the DMC10 involves the local community through trade association.

## 1.4 Are local conservation interests involved? **2**

Yes, the Region Abruzzo, the province of Teramo and the Municipalities of Silvi and Pineto are formally members of the Consortium of the AMP TC, which is the main body in charge of conservation. Also, other local environmental and volunteers associations are involved in order to ensure that all local conservation interests are

represented. Also, the AMP TC shows good institutional ties, therefore no major issue should be posed.

### **1.5 Are the wider (regional) bodies responsible for tourism, conservation and regional development involved? 3**

Yes, the Region Abruzzo, the province of Teramo and the Municipalities of Silvi and Pineto are formally members of the Consortium of the AMP TC. However, no specific offices of the Province or Region have been expressly included. Anyway, the Charter area is small and the AMP TC shows good institutional ties, therefore no major issue should be posed.

Also, the Vice-President of the Region Alfredo Castiglione participated in the last Forum of 6<sup>th</sup> December 2013. Additionally, the Ministry of Environment "Altero Matteoli" attended the forum of 25<sup>th</sup> July 2013.

### **1.6 Are other partners involved, such as volunteers? 3**

Yes, such as PROS ONLUS, association "Guide del Cerrano" that supports the AMP TC in its activities and other associations in the area, as part of the Consortium "Riviera of the villages of Acquaviva" (DMC 10).

## **Principle 2 – Sustainable tourism strategy and action plans**

### **Preparation**

#### **2.1 Have a tourism strategy and action plan been prepared for the protected area?**

Yes, the strategy has been developed within the Forum. On one hand, it aims at strengthening the institutional partnership (2 municipalities, 1 Province, 1 Region) of the recently established AMP TC. On the other hand, aims at finalising agreements with the private stakeholders.

#### **2.2 Briefly describe the process(es) and timetable(s) for preparing both the strategy and action plan.**

The process had an initial focus on the fundamental definition of the strategy that rested, on one hand on the need to strengthen the institutional ties of the young AMP TC, and, on the other hand on the need to make a pact with private entities. The two surveys reflect that the AMP TC will have to link its actions more and more with the two municipal administrations Pineto and Silvi, with the Province of Teramo and the Abruzzo region, and that there is a need for a connection directly with beach bar resorts facilities and accommodation facilities, in order to offer quality experiences to visitors to the AMP TC.

The sustainable tourism strategy includes a detailed analysis of the current situation. The approach used is simple but realistic. The three pillars of the strategy are as follows:

1. Sharing of the project for tourist development called the "Riviera dei Borghi d'Acquaviva."

Need to establish a network between the different actors of the territory. In this sense, the AMP TC is called upon to contribute, placing itself at the service of this process as a reference and coordinating subject and as a facilitator and catalyst for the development of the sustainable tourism. This is to avoid the (perceived) danger of having closed-minded approach, lack of dynamism, lack of vision of the area that inevitably lower level of competition in a tourist market that is changing rapidly.

2. Valorisation of the Agreement with the beach bar resorts (protocollo d'intesa con stabilimineti balneari) to improve the environmental management of the beach resorts. Pivotal role of beach tourism in the strategy of sustainable tourism development of the AMP TC. Raised awareness among beach bar resorts managers, to operate in a unique environment.

3. Acknowledge the tourism potential of nature conservation activities in the AMP TC. Need to maintain an high quality of the natural environment, collaborating with the AMP TC in its institutional actions to safeguard and protect nature and culture. This focus also aims to improve the quality of life for residents and the quality of the holiday for tourists, who are increasingly attentive to the issues of environmental protection and sustainability during their experience as visitors to places of great environmental value.

### **2.3 How does the tourism strategy relate to the protected-area management plan?**

The tourism strategy seems to be well in line with the management plan, and the three pillars of the strategy developed within the forum are not in contradiction with the Management Plan.

### **2.4 Are there any apparent contradictions between tourism and protected-area management objectives and actions?**

No. The apparent contradiction of the AMP TC having its own private company has been previously explained. On the contrary, the strategic and pivotal role of Cerrano Trade of informing and educating tourists about the presence of the marine area and the presence of the nesting Kentish plovers will effectively contribute to raising awareness on these subjects.

## **Consultation process**

### **2.5 Comment on the involvement of local stakeholders in drawing up the strategy and action plan, making reference to the forum/partnership structures described under Question 1.1 as appropriate.**

Many stakeholders were directly involved in drafting the strategy and actions which they are responsible for. In particular, the strategy embeds the agreement with the beach bar resorts managers and an existing strategic project for tourist development called "Riviera dei Borghi Acquaviva".

### **2.6 Was there consultation with local tourism enterprises in preparing the strategy?**

Yes and also one is actually a member of the steering committee.

### **2.7 Was there consultation with the local community and other interests/ stakeholders in preparing the strategy? 2**

While preparing the strategy, during the several meetings, stakeholders were involved.

### *Assessment of resource needs, constraints and opportunities*

**2.8 Was there an assessment of the natural and cultural resources, their sensitivities (capacity) and opportunities for tourism? 2**

Yes. Different aspects were assessed, in quantitative and qualitative terms, in order to study the components of both environmental and socio economic aspects - analysing, among others the possible relationships between these components. Several publications are available at the AMP TC website.

**2.9 Was there an assessment of needs of the local community and economy? 2**

Yes, these topics were addressed during the forum. Over the course of several meetings the representatives of entrepreneurial organisations and various associations have repeatedly emphasised the critical issues and opportunities to be seized and the expectations of the local community. In particular, the need for a major role in promoting sustainable tourism in the Charter Area was emphasised.

**2.10 Was there an assessment of strengths/weaknesses of tourism infrastructure/ services? 2**

Yes, the topic was discussed. Also during the various meetings for the Charter the sector operators and association representatives have highlighted the state of the infrastructure and tourist services offered by the territory. It underlined the positive “family” oriented management of many tourist facilities. The need to create a network of the various professionals was therefore emphasised, in order to present itself as a unique product in the international tourism scene. No specific paper is available on this subject.

### *Assessment of existing visitors and their needs (B6)*

**2.11 Was there an assessment of existing visitor patterns and needs? 1**

Yes, but rather vague and generic. In summer 2012-2013 operators of the AMP TC and IAT Silvi and Pineto were able to collect some feedback from visitors to the area. Among the requirements noted: visitors are requesting more sustainable mobility (in particular cycling paths) within the Area. More generally, attention to the preservation of nature remains the top priority of the wishes expressed by the visitors. Another aspect to be pursued is to improve the communication on the beauties of the area.

### *Identification of future visitor markets*

**2.12 Was there an assessment to identify future visitor markets offering potential?**

**0**

No. However, over the next five years the AMP TC will seek to deepen this aspect, for example through the activities envisaged under principle 4.



## Implementation

### 2.13 Does the action plan include an indication of phasing/staging of action over time? **3**

Yes, most of the actions will last for five years. This is to have a reasonably long time to check their progress, and to engage the various promoters in the Charter process over time.

### 2.14 Does the action plan indicate which stakeholders or partners are responsible for the delivery of each action? **3**

Yes, it specifically indicates which stakeholders or partners are responsible for the action. The AMP TC also aims at getting feedback on the actions and initiatives related to the development of the Charter, by using the monitoring tool developed by FEDERPARCHI.

### 2.15 What is the size of the budget that the protected-area authority is devoting to the implementation of the action plan per year, excluding staffing costs?

15.000 €

### What is this as a percentage of its total budget?

10%

### 2.16 Have funds been provided (or are they being sought) from other sources?

Yes. This is one of the strongest point of this park. Very active and dynamic. Through regional calls, even with European funds and ministerial funds.

### 2.17 Does the level of funding seem reasonable to deliver the proposed action plan?

**3**

Yes. Although it will always need a significant contribution from associations and local operators who, in this sense, ensured their active collaboration.

### 2.18 Describe the staffing that the protected-area authority is devoting to the implementation of the action plan?

Alessandra Zollo, but also the Director Fabio Vallarola. In addition, even if not explicitly stated in the application dossier, there is the direct involvement of the President, as well as the responsible communication person.

### 2.19 Is staffing being provided from other sources?

Yes, from Cerrano Trade and staff of affiliated institutions, such as the Consortium Terre del Cerrano.

### 2.20 Do you believe the action proposed can be implemented with this level of staffing? **2**

Yes, though the on-going collaborations with other institutions will be very important.

## Commitment of partners

- 2.21 Have any formal arrangements been made with partners (such as a legal agreement, a memorandum of understanding or a letter of commitment) for implementation of the strategy and action plan? 3**

Existing agreement with the Consortium Terre del Cerrano and activities carried out by Cerrano Trade. In addition to these, there are all the collaborations developed with the various entities identified in the action plan.

- 2.22 Does the protected area have any other formal arrangements with partners for implementation of the strategy and action plan or other methods for ensuring their commitment? 3**

The Consortium Terre del Cerrano will play an important role in the connection between the park and the local businesses operating in the area, and also in the food and craft industries. Cerrano Trade already has in place a number of projects that are all in line with the CETS.

## Monitoring results

- 2.23 Have sufficient indicators been identified for the monitoring of the success of the strategy/action plan and can these be practically measured? 2**

Yes, indicators are given within each action proposed. (However indicators are sometimes confused with results.)

## Addressing key issues

Specific action that the Charter looks for in the action plan, Principles 3 to 10  
*Indicate below the level of current activity (A) and planned activity (B).*

## Principle 3 – Protecting natural and cultural heritage

- 3.1 Monitoring impact on flora and fauna and controlling tourism in sensitive locations A 2 B 3**

Actions 2 and 3

Conservation of the dune habitat and the Kentish Plover through awareness raising activities. Reduce conflicts between beach activities and dune ecosystem. Protect and improve the natural and cultural heritage of the area, at the same time protecting the area from unsustainable tourism development. Both actions see a significant involvement and commitment of volunteers, sharing information via social media (e.g. nests of Kentish Plovers).

Action 5. Conservation and improvement of the environment - improving the quality of tourism. Reduction of sports activities on the beach, especially in the most important areas for nature protection of nature.

Action 6. Ensuring proper and orderly operations in the pine forest.

Action 9. Protection of the natural heritage of the coastal pinewoods. Reducing the risk of fire. Emergency medical and civil protection.

**3.2 Encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions A 2 B 3**

The “Greens nights” and various events at the Cerrano Tower.

Widening the offer of activities in the Cerrano tower and in the territory of Pineto and Silvi.

**3.3 Action to control development (including tourism) which would adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise A 2 B 3**

Limiting access to the pinewoods, and actions to keep the beached cleaned.

Action 7. Using tools with a lower impact on the cleanliness of the beach. Information for tourists and promotion of the AMP TC.

**3.4 Action to reduce tourism activities which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise A 2 B 3**

Reduction of noise pollution at the beach bar resorts. Adoption of measures for environmental characterisation of the beach bar resorts and the development of eco-friendly technologies (e.g., electric vehicles) in the Charter Area.

**3.5 Encouraging visitors and the tourism industry to contribute to conservation (e.g. “visitor payback” schemes) A 2 B 3**

Participation of tourists in the events at the Tower of Cerrano and guided tours. Promotion and expansion of ongoing programmes. Guided visits to companies, participation fees for events at the Cerrano Tower.

#### **Principle 4 – Meeting visitor needs/quality of experience**

**4.1 Surveys to measure visitor satisfaction A 1 B 2**

Monitoring through the IAT (questionnaires) of Pineto and Silvi.

**4.2 Identification of future visitor markets and their needs A 1 B 2**

There are references to International activities (Project Blue Date) Cerrano Trade and to visits, reception and workshop with operators and international institutions. However, no specific survey is available.

#### **4.3 Specific provision of facilities and information for disabled people A 1 B 2**

“Green” Tourist Offices”. Action 11 Ensure to visitors a high level of quality in all stages of their visit to the Cerrano tower, taking into account the needs of disabled visitors.

#### **4.4 Provision of facilities for economically disadvantaged people A 2 B 3**

Picnic low-cost in the pine forests, the use of free beaches and free tables and benches in the pinewoods (controlled and cleaned by the managers of the beach bars resorts).

*Planned activities:*

Redefinition of spaces for picnics and equipment in the pine forests, improving the cleanliness of the beaches in collaboration with beach bar resorts.

#### **4.5 Action to monitor the quality of facilities and services A 1 B 2**

Agreement with beach bar resorts.

*Planned activities:*

Improvement of the agreement with environmental characterisation.

#### **4.6 Action to improve the quality of facilities and services A 1 B 2**

Agreement with beach bar resorts.

Action 12. Environmental Characterisation of the beach bar resorts. Sustainability of the facilities.

### **Principle 5 – Communication about the area**

#### **5.1 Sensitive promotion of the protected area as a destination using authentic images and reflecting capacity/needs of the area, including times and locations A 3 B 3**

Action 15. Radio platform for communication and tourist information on the AMP TC.

#### **5.2 Influence on the promotional activities of others (region, enterprises, etc.) A 3 B 3**

Promotion of the Brand “Abruzzo” with identification of the Cerrano Tower as a symbol of regional tourism resort.

*Planned activities:*

Emphasis on the promotion with further strengthening of the role of the AMP TC.

#### **5.3 Provision of clear information material on where to go and what to do when in the area (guides, maps, websites – relevant languages) A 2 B 3**

Action 14. Inform and stimulate actively hotel guests to participate in the AMP TC.

*Planned activities:*

Promote the area in terms of cultural, environmental and historical heritage and the promotion of local products and to rediscover immigrants and their land of origin; improve the local economy.

**5.4 Provision of accessible information centres/points for visitors and local people**

**A 2 B 3**

Action 16. Communicate effectively to visitors its own unique characteristics of the area. By providing facilities for education and services for the interpretation of the environment and resources of the protected area for visitors and local communities, involving schools and groups.

**5.5 Process for ensuring that others (especially tourism enterprises) provide good information A 2 B 3**

Training activities for a specific target audience and updates through the Forum.

**5.6 Provision of guiding services and an events programme for visitors and local people, including groups and schools A 3 B 3**

Spreading the culture of sustainable land management, enhancing all the natural resources and improve information to the guests of the role of the park. Implement an effective communication strategy to provide quality information and promote an authentic image of the territory

**Principle 6 – Tourism products relating to the protected area**

**6.1 Provision/development of tourism offers (special events, holiday programmes, etc.) involving the discovery and interpretation of natural and cultural heritage**

**A 3 B 3**

Reception of visitors. Promotion of local products. Coordination of events. Involvement of travel agency.

**6.2 Effective promotion of these offers A 2 B 3**

Action 18. Knowledge of the area through its specific products  
Action 20. involvement of local products and itineraries that combine local products and natural and cultural heritage. Involvement of travel agency.

**Principle 7 – Training**

**7.1 Providing or supporting training programmes for staff of the protected area, in sustainable tourism A 2 B 3**

Action 22. Enhancing the training environment and the degree of knowledge of the AMP by the tour operators.

Action 23. Integrating the pupils of the local schools in the territory with monitoring activities and environmental communication activities.

**7.2 Providing or supporting training of other organisations and tourism enterprises in sustainable tourism A 1 B 3**

Action 21. Higher education. The seminars and workshops planned are aimed at providing a theoretical basis and analytical multidisciplinary information on the strategies of the management of the tourist, for a more efficient and sustainable tourism.

**Principle 8 – Community involvement and maintaining local quality of life**

**8.1 Involving local communities in the planning of tourism in the area A 3 B 3**

Permanent Forum and actions with local communities and regions.

**8.2 Communication between the protected area, local people and visitors A 3 B 3**

Action 24. Achieving effective and efficient communication between AMP TC, beach bar resorts, hotels and tourists. Newsletter.

**8.3 Mechanisms for identifying and seeking to reduce any conflicts that may arise A 2 B 3**

Permanent Forum; preliminary dialogues with the operators for the planned activities.

**Principle 9 – Benefits to the local economy and local community**

**9.1 Promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses A 2 B 3**

Promotion of products with the “Friends of the Park”. Action 25

**9.2 Encouraging the employment of local people in tourism A 3 B 3**

Training with Guide Cerrano of qualified local personnel. Promote the purchase of local products (food, local services, etc.) from visitors and tourism businesses.

**9.3 Development of tourism in association with traditional economic activity (e.g. agriculture) A 2 B 3**

Project “Friends of the Park”  
Improvement and enhancement of the promotion of organic products.

## Principle 10 – Managing visitor flows

### 10.1 Keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises A **1** B **2**

Currently visitors are tracked by counting contacts at the tower and at the tourist information offices. The AMP TC planned also to strengthen the collaboration and exchange of data with the tourist operators.

### 10.2 Creating and implementing a visitor management plan A **2** B **3**

Collaboration with the Tourist Association Terre del Cerrano and travel agencies. Improvement of tourist services in partnership with local players.

### 10.3 Promoting use of public transport, cycling and walking as an alternative to private cars A **2** B **3**

A specific action (i.e. 26 shuttle bus) tackles this issue, and foresees using a 13-seater minibus running on natural gas (owned by the AMP TC) to transport and collect tourists in the area.

Due to the strategic position of the Hotel Mare Blu (located just 500m from the Tower), the hotel will ensure the transport service without additional costs for tourists or for the AMP TC. The additional cost of the service, including costs of maintenance of the vehicle during the summer, insurance, etc., will be charged to the hotel, as its own contribution to the "cause" of AMP TC.

Action 27 (cycling in the park) aims at the promotion and organisation of a mini-tour with bicycles on the model of bike sharing. It aims at promoting and organising the activation of at least 5 bicycle points, together with excursions and guided tours in the areas of AMP TC.

Action 28. (Low cost pinewood) foresees the use of electric vehicles by the park when patrolling the area. Now the AMP intends to make its contribution and provide an example for all the visitors: the surveillance activities and information will be ensured by means of electric powered vehicles with solar panels. Starting with two vehicles, the objective is to increase their number as far as possible and at the same time encourage their use among the beach bar resorts and local operators. The ultimate goal is to ensure that (at least) prevalence of electric vehicles within the project (5 years).

### 10.4 Controlling the siting and style of any new tourism development A **2** B **3**

The AMP TC works in close collaboration with the two Municipalities of Pineto and Silvi in order to control the siting and style of new tourism development. In particular the formal agreements with beach bar resorts to strengthen their "Environmental characterisation" is relevant in this regard as well as the attention given use of equipment and materials with low environmental impact in the pine forests.

## **Any further comments or observations:**

The intense protest of fishermen (with about 70 clam boats) that I witnessed early in the morning when I was suddenly awakened by the noisy boats was definitely not expected. They entered the waters of the AMP TC, also in the area in front of the tower, to show their discontent through the sound of the sirens of their boats.

In addition to the meeting we had early on that day, after the visit I was asked by the director to write an "official" email to the AMP TC to sustain them in their media debate with the fisherman association. Here it is what I wrote:

"To the Marine Protected Area of Torre Cerrano

Dear Colleagues,

Further to the verification visit to obtain the European Charter for Sustainable Tourism in Protected Areas (ECST) by AMP Torre Cerrano, please find attached some pictures that I took showing the protest and disturbance to tourists performed by vongolari (clam fishermen) with dredges in the inland areas and neighbouring AMP, which I witnessed from the 4th floor of the Hotel Abruzzo Marina, when suddenly awakened by loud noises yesterday, 10th June, at 5:30 am.

The work carried out by the Marine Protected Area of Torre Cerrano to foster and encourage a sustainable TOURISM is definitely noticeable, meaningful and valuable, clearly supported and shared by all the stakeholders that took part in the Charter process, proving to be active supporters of the AMP Torre Cerrano. I'm really sorry to observe these events with considerable disturbance, which will undoubtedly damage the image of the whole territory.

As part of the implementation of the European Charter for Sustainable Tourism is certainly desirable a positive development of each other's position and expectations between the Marine Protected Area and representatives of fishermen associations, who by now should clearly understand the need to protect the resources on which we all depend, that need to be used in a sustainable manner. In particular, these forms of protest are not for the benefit of anyone and they do not find any tangible feedback. These activities and attitude implies a very negative impact in relation to the whole system of TOURISM developed in the area, creating a negative impact on the quality of the environment and biodiversity of the marine area that will increasingly serve as an attractor from an sustainable tourism, respectful of natural emergencies/peculiarities that are increasingly requested and appreciated by TOURISTS.

Also, thanks to the application of the ECST principles is definitely feasible to activate an effective collaboration with forms of traditional fishing, already present in the area, which could easily evolve into forms of fishing trips for tourists with positive economic implications for the operators present, extending also the usability options and activities available. After all, there are many forms of European funding that encourage and support the practice of the conversion of these forms of fishing (such as turbocharging system - i.e, clam boats ) that have proven to be unsustainable both in economic and environmental terms.

I hope that the AMP TC will serve as a forerunner and example for other similar situations, becoming a leading Marine Protected Area in Europe to be certified by the Charter and developing pilot initiatives that will be an example for others.

I remain at your disposal for any information and comparison."



**Appendix One**  
List of people interviewed and job titles

**Monday, 9 June 2014**

*Benigno D'Orazio*, President AMP TC  
*Fabio Vallarola*, Director AMP TC  
*Alessandra Zollo*, ECST Coordinator AMP TC  
*Robert Verrocchio*, newly elected Mayor of Pineto  
*Marcello D'Alberto*, Municipality of Pineto, Resp. Ufficio Demanio Marittimo (Tel.085/9497227); Resp. Action 11 "Cerrano Tower of Europe".  
*Mauro Cerasi*, Municipality of Pineto, Resp. green tourist information office (Tel.085/9497209) .

*Annamaria Di Febo*, Iris Viaggi, (Tel. 085/9490466)  
*Annarita Iachini*, Resp. Communication for Cerrano Trade, (Tel. 340/1005877)  
*Silvia Bizzarri*, Soc. Consortile Terre Del Cerrano, (Tel. 347/6523299)  
*Biagio Iezzi*, Confesercenti Provinciale Teramo, (Tel.360/822762)

*Grazia Leonzio* (and family), Hotel Jean Pierre, (Tel.327/2866395)

*Berardo Cardinale*, University of Teramo, Tel.347/9372532

*Marco Giampietro*, Cerrano guide  
*Claudia Di Silvio*, Abruzzo Marina Hotel (Tel. 085/930397)  
*Stefania Petrosillo*, FEDERPARCHI

**Tuesday, 10 June 2014**

*Benigno D'Orazio*, President AMP TC  
*Fabio Vallarola*, Director AMP TC  
*Alessandra Zollo*, ECST Coordinator AMP TC  
*Mirella Di Giandomenico*, *Marco Giampietro* Associazione Guide Del Cerrano (339/4038373)  
*Francesco Lanzi*, Stabilimento Balneare La Nelide (085/9491880)  
*Mauro Pacchione* Presidente Ass. Il Mare Oltre L'ombrellone Action 8 Tel.338/9783044  
*Antonio Fusco*, Commander Maritime Directorate of Pescara Action 16 (Ufficio Locale Capitaneria di Porto Silvi in sostituzione del Comandante Pezzuto di Pescara)  
Tel. 085/930745  
*Manlio Ruggeri*, International Camping Action 7 (Tel. 330/861485)