

# The Creation of the Piceno Destination Management Organization

## San Benedetto del Tronto - Italy

### Short description

The Creation of the Piceno Destination Management Organization (DMO) Local Green Deal (LGD) for the Piceno area, led by San Benedetto del Tronto, represents a groundbreaking initiative aimed at transforming the region's tourism sector into a sustainable, inclusive, and innovative model for destination management. This collective agreement, developed in collaboration with local public administrations, private tourism enterprises, NGOs, and academic institutions, aligns with the European Green Deal's goals and the city's long-term sustainability strategy.



### Industry/Sector

- Mobility & transport
- Tourism

### Parties of LGD/Participating parties

- Acquaviva Picena,
- Cupra Marittima,
- Grottammare,
- Monsampolo del Tronto,
- Ripatransone,
- Massignano and Montepandone.

## Scope of LGD

- The scope of the Sustainable Tourism LGD for San Benedetto del Tronto centres on the development of a local Destination Management Organization that would centralize and coordinate sustainable tourism efforts across the territory, supporting the city's broader sustainability goals. This LGD is strongly linked to the city's broader strategy, which focused on the digitalization and sustainability of tourism SMEs, aligning the DMO's creation with the city's vision for sustainable tourism. Through the DMO, the LGD will promote responsible tourism, reduce environmental impacts, and enhance the quality of life for residents while preserving cultural and natural resources for future generations.
- This transition will include initiatives such as reducing resource consumption, lowering carbon emissions through sustainable transportation options, and promote local, eco-certified businesses. By fostering collaborative efforts among tourism operators, local enterprises and associations, and municipal entities, the LGD supports the local government's sustainability strategy, aligning local tourism with environmental, social, and economic objectives.

## Concrete measures/commitments

The LGD contributes to implementing Sustainable Policies and Practices:

- The LGD supports the creation of a Destination Management Organization (DMO) to centralize and coordinate sustainable tourism efforts. This includes promoting eco-certifications (e.g., ISO 21401, EU Ecolabel) for at least 20% of participating businesses by 2030, reducing resource consumption, and fostering sustainable practices in hospitality and tourism. Measures such as energy-efficient infrastructure upgrades aim for a 10% reduction in energy consumption and a 20% decrease in tourism-related waste across selected sites by 2030.

LGD contributes to implementing Accessible Policies and Practices:

- Accessibility is a core focus of the LGD, with a commitment to auditing and enhancing facilities to meet accessibility standards in 75% of main tourist locations by 2030. This includes improving physical infrastructure, providing accessible services, and ensuring inclusivity for visitors with disabilities. The initiative aims to position the Riviera delle Palme as a destination that prioritizes inclusivity, fostering a welcoming environment for all tourists.

LGD contributes to implementing Innovative Policies and Practices:

- Innovation is driven through capacity-building initiatives, including the adoption of digital tools for monitoring sustainability progress and conducting biannual reviews of Key Performance Indicators (KPIs). The LGD also encourages innovative sustainable business practices, supports workforce training in eco-friendly tourism, and integrates data-driven approaches to enhance decision-making and efficiency in tourism management. Partnerships with academic institutions such as the University of Urbino and the Polytechnic of Ancona further promote research and technological advancements within the sector.



# Sustainable Energy and Climate Action Plan (SECAP)

## San Benedetto del Tronto - Italy

### Short description

The Local Green Deal (LGD) of San Benedetto del Tronto is a strategic initiative aiming to accelerate sustainability through coordinated actions in **energy efficiency, renewable energy adoption, water management, waste recycling, and sustainable mobility**. Aligned with the European Green Deal, the LGD seeks to reduce carbon emissions, enhance climate resilience, and promote eco-friendly urban development, fostering a collaborative effort between local governments and stakeholders to achieve a low-carbon, sustainable future.



### Industry/Sector

- Energy & renewables

### Parties of LGD/Participating parties

- City of San Benedetto del Tronto
- City of Grottammare
- City of Cupra Marittima
- City of Montepandone
- Bacino Imbrifero Montano del Tronto (BIM)

## Scope of LGD

- The scope of the LGD is to transform the Riviera delle Palme region which includes San Benedetto del Tronto, Cupra Marittima, Grottammare, and Monteprandone, into a sustainable, low-carbon, and climate-resilient area. This involves **upgrading infrastructure to enhance energy efficiency in public and private buildings**, integrating renewable energy systems, **modernising water management networks**, and **improving mobility infrastructure** such as cycling paths and public transport systems. The LGD also focuses on building **climate resilience** by implementing **coastal and river conservation measures** and enhancing **urban planning** to reduce vulnerabilities to climate impacts like flooding and storms. In addition, it aims to promote sustainable practices in urban and rural areas, including **eco-friendly approaches in residential and commercial sectors** and **supporting sustainable tourism**. Through awareness campaigns, the LGD encourages environmental stewardship and sustainable behaviours.

## Concrete measures/commitments

### The City of San Benedetto del Tronto commits to

- actively upgrading public infrastructure, including energy-efficient retrofits, photovoltaic systems, and water management systems, and enhancing sustainable mobility through the renewal of public vehicle fleets, expanding cycling infrastructure, and improving public transport services.
- leading community awareness campaigns on energy efficiency and water conservation while coordinating efforts among the participating cities.

### The City of Grottammare commits to

- leading public projects in their respective areas, focusing on similar fields as San Benedetto del Tronto, contributing to climate mitigation, carbon emissions reduction, energy efficiency, waste management, and water conservation efforts, and promoting resilience building, sustainable urban development, and coastal adaptation.

### BIM commits to

- funding and supporting projects that enhance regional energy efficiency and renewable energy adoption, financing sustainable water resource management infrastructure and pilot projects for water reuse, advocating for coastal defence, river management, and climate resilience, and supporting public awareness campaigns on sustainability and promoting community participation.

**All parties** commit to

- conducting comprehensive risk assessments for climate impacts, generating risk maps, improving urban planning, upgrading sewer and water networks, implementing water recovery systems, and executing coastal defence measures.
- improving energy efficiency in public buildings, promoting photovoltaic systems, and investing in renewable energy projects, enhancing waste separation and recycling to achieve a 10% increase in recycling rates, and reorganising public transport, promoting electric mobility, and increasing the adoption of cycling and sustainable commuting practices.