PARCO NAZIONALE DOLOMITI BELLUNESI

Publication edited within the LIFE 04 ENV/IT/494 "AgEmas project: an integration of Agenda 21 and EMAS in a wide area of relevant ecological value"

Comune di BELLUNO

Città di FELTRE

Comune di LA VALLE AGORDINA

Comune di PEDAVENA

Comune di PONTE NELLE ALPI

Provincia di BELLUNO

AMBIENTEITALIA
Istituto di Ricerche

AGEMAS

INTEGRATION OF AGENDA 21 AND EMAS IN A WIDE AREA WITH RELEVANT ECOLOGICAL VALUE

In March 2003 the National Park of the Dolomiti Bellunesi, concluding a long procedure that has brought it to activate Agenda 21 and to the ISO 9001, ISO 14001 and Emas registering, presented the European Commission with the request of eligibility to a financial support, to be borne by LIFE environment funds, for a project called AGEMAS, an Integration of Agenda 21 and EMAS in a wide area with relevant ecological value.

As already explicit from the title, the main aim of the project was to integrate the experiences developed by the Park Authority, and to export them out of its boundaries.

The project, starting from indications contained in the directions for implementing the reg. CE 761/01 (EMAS), explores the possibility of integration and linking between the local Agenda 21 and EMAS, in order to achieve the registering of the whole area including the territory of the National Park of the Dolomiti Bellunesi and the 15 bordering townships.

The initial partnership included the townships of Belluno, Feltre and Pedavena, in which La Valle Agordina and Ponte nelle Alpi joined in a second moment.

Considering the guiding role of the Park and of the other partners in the area, the consolidated relationships with the more considerable economic moving forces at a local level, and the actions of planned spreading, the expectance of the project was a rapid spreading of the contents of the project itself to all the other Park townships, who, on the other hand, had already been involved in the elaboration of the Park's Agenda 21.

The final aim of the project was then to achieve, through the consultation of local moving forces and the integration of existing instruments, the definition and application of an organizing and managing model of reference for area registering, which could also be transferred to other contexts having similar features.

The specific aims that the project set itself were to increase the awareness of the idea of sustainable development, and to involve local moving forces in the process of environment improvement, the use of Agenda 21 for enhancing the Park's role as a promoter of sustainable development, to realize the instruments necessary to achieve the EMAS registration of a wide area, and to invent a new system of classification of the Quality Brand, (Carta Qualità), in order to involve productive and servicing activities in the process of improving the environment.

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Enunciation of the project

1. **General project coordination**
   Guaranteeing the best implementation of the project, quality control and validation of results, administrative management, and the relationships with the Commission, by means of a coordinating team, made up by the Project manager and the people in charge of the different functions.
2. **Animating local moving forces**
   Spreading the awareness of the need of setting up processes of sustainable development and continuous improvement in the quality of the environment, involving the local Authorities in the area registration project, favouring possible autonomous registering procedures by means of consultation and providing local Authorities with technical assistance.
3. **Writing the Report on the State of the Environment**
   Individuating and quantifying the prevailing environment features within the wide area, and integrating them with aspects concerning global sustainability and socio-ethical responsibility, by analyzing the context and the data-base already available; elaborating a plan including the gathering and elaborating of missing data, drawing up the report.
4. **Setting up the operating plan/ environment programme**
   The Plan, shared with the whole Community of the Park, summarizes the strategies and methods of intervention for the continuous improvement of the wide area's environment.
5. **Defining the management model**
   Describes the Organization that is the warrant of area registration, by integrating the different existing instruments through the analysis of good practice and of the instruments at work, and by realizing a workshop with sector experts. This also implies the drawing up of guide lines for applying the model in similar contexts.
6. **Achieving the wide area EMAS registration**
   Final step and pilot application of the model.
7. **Defining a brand of quality of the environment**
   Optimizing the contribution of productive units or of those supplying services, through the assessment of the Quality card experience, pinpointing the chains to be privileged, drawing up the rules and regulations and the methods of brand control, elaborating a marketing plan.
8. **Publicizing the results**
   Publicizing the project in a national and European context, and promoting its replication by publishing articles, creating informative material, activating a website, promoting meetings, making a popular manual and organizing a final conference.

Total cost of the project: 700.505 € - UE contribution: 350.252 €

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Conferences and Forums

The debate with citizens, associations, entrepreneurs, administrators is one of the pillars of the EMAS regulations and of the Park's LIFE project.
It is not possible to build shared choices if you do not talk with what in English are called stakeholders.
For this reason, in the last two years the Park has organized several public meetings, in order to gather ideas, proposals and tips that have then been inserted into the environment policy of the five townships involved in the project.
In quick succession are summarized the dates:

- 28.05.2005, Feltre - Workshop "Agenda 21 Local-Emas: quality, innovation, participation for a sustainable future;
- 03.02.2006, Pedavena - Bad...air in the mountains - A forum on air pollution;
- 07.02.2006, Belluno - Energy conservation and efficiency… it may be done - A forum on energy conservation;
- 11.03.2006, Ponte nelle Alpi - Distinct waste - A forum on the separate collection of household waste;
- 20.10.2006, Feltre - Better to move - A forum on sustainable movability;
- 14.03.2007, Belluno - Politics and the LIFE AgEmas programme of improvement of the environment - A presenting Workshop;
- 27.03.2007, Belluno - EMAS and Protected Areas: the contribution of Parks to the evolving of instruments of environment certification - Workshop;
- 28.03.2007, Belluno - Environment certification and Agenda 21, innovative instruments for the policies of Local Authorities - final conference.

All started in May 2005, with a day's workshop (in which local administrators, Mayors, University researchers took part), during which the LIFE-AgEmas project was presented, comparing it with other experiences of environment certification realized by certain local administrations (the townships of Venice, Schio and Montebelluna and the province of Parma).
Successively "thematic" forums were carried out, dedicated to single aspects of environment policy, which are just as many emergencies for our Province: air pollution, energy conservation, the separate collection of household waste and the problem of traffic.
In the forum positive experiences of solutions to environment problems were presented directly by those who created them (the "climate house" of the province of Bolzano for energy conservation, the extreme separate collection of waste in some associated townships of Treviso, the reactivation of the Merano-Malles railway, to mention only some examples among the more significant).
Successively, during the debate, suggestions and proposals of the participants were gathered, and the experiences presented were assessed to see how exportable they were to the Bellunese context.
These forums have been the natural continuation of those organized during the last years within the project "Agenda21": about twenty meetings in all 15 townships of the Park, in order to gather proposals and opinions on the problems linked to the management of the territory.
Finally, in March of this year, three conclusive meetings were held.
On the 14th of March the policy and programme of environment improvement elaborated within the project were presented. These are the two instruments summarizing the results of the whole work, because they define the aims of environment improvement that the involved administrations have given themselves for the next years, and the instruments and means to realize these aims.
On the 27th of March there was a workshop debating with some of the Italian Parks that have realized similar experiences of environment certification (the Gargano National Park, and the regional Parks of Adamello-Brenta, of the river Po, of the Orba and of the Maremma).
On the 28th of March the conference "Environment certification and Agenda 21, innovative instruments for the local Authorities' policies" concluded the long series of public events, and illustrated the opportunities that certification instruments may offer to Public Authorities in improving environment policies.

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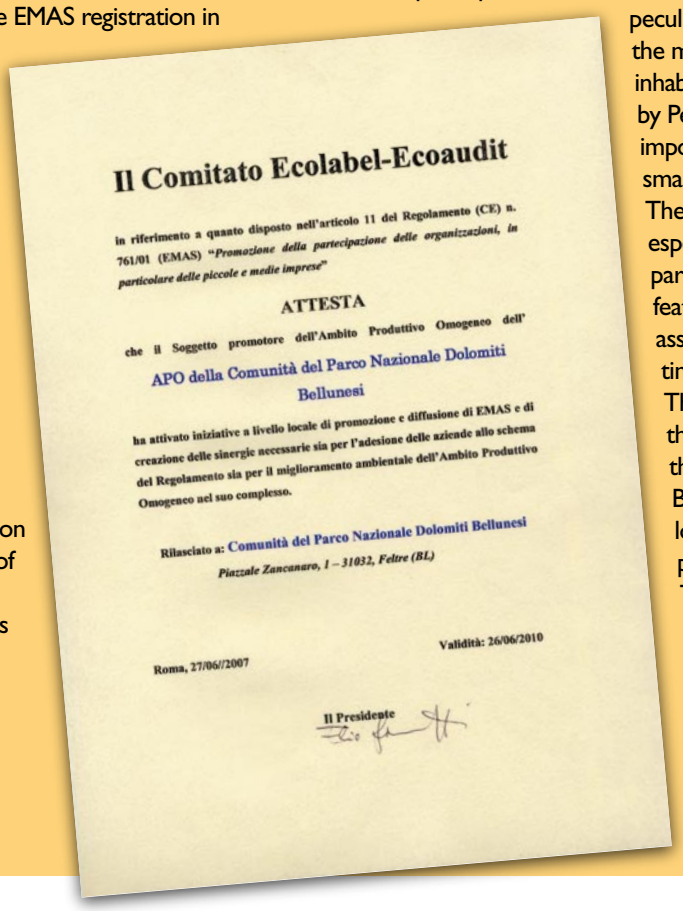
Expected results from the project

1. Individuating the management and organization model that within the area of high ecological value may be able to become the promoter of the EMAS certification;
2. Achieving the EMAS registration on the part of the wide area;
3. Involving the organizations present in a territory of high quality in the process of Agenda 21 and in adopting systems of environment managing and socio-ethical responsibility;
4. Achieving the Park's success as an "agency of sustainable development", also supporting a territorial area wider than its boundaries alone;
5. Exporting the model in other areas, particularly in the territory where important natural resources have to co-exist with anthropic activities.

The EMAS field registration

The innovative feature of the LIFE AGEMAS project is undoubtedly the application of a system of environment management in a wide area.
The project introduces a completely new idea, which is that of a "homogeneous territory", i.e. of a delimited territorial area, in which there are specificities or territorial vocations or productive chains, where the organizations standing in the area intend to cooperate in developing a shared territorial policy for the environment, and in pinpointing the aims of management improvement involving active forces on the territory.
The work laid down its basis on the Position of the Committee for the national Ecolabel and Ecoaudit of the 28th of January 2005, developing a procedure aimed at applying the principles of EMAS in homogeneous productive fields.
The AGEMAS project, therefore, chose as its aim to contribute to the defining of an organization and management model of reference for the EMAS registration in a homogeneous territorial field, and particularly in a protected area.
The realization of EMAS in a wide area organization implies a strong availability to inter-institutional cooperation, but it also implies structured and continuous processes of participation by the local authorities – such as Agenda 21 and the citizen Forums – in defining the choices of planning and management of the territory. In synthesis, the model envisages that the involved subjects, having founded a field Organization, voluntarily define mutual commitments aimed at planning, defining the management guidelines for actions of improvement and their assessment, and promoting management instruments. The proposed model, and its experimentation in the area of the National Park of the Dolomiti Bellunesi, have brought an important contribution also to the work that is being done for the new version of the EMAS Regulation , suggesting management methods for the coordination of sustainability policies in territories with considerable peculiarities and values from a socio-environment point of view.
On 27h June 2007 it was achieved EMAS Certificate for Homogenous Productive Area of Comunità del Parco Nazionale Dolomiti Bellunesi.



Il Comitato Ecolabel-Ecoaudit

in riferimento a quanto disposto nell'articolo 11 del Regolamento (CE) n. 761/01 (EMAS) "*Promozione della partecipazione delle organizzazioni, in particolare delle piccole e medie imprese*"

ATTESTA

che il Soggetto promotore dell'Ambito Produttivo Omogeneo dell'

APO della Comunità del Parco Nazionale Dolomiti Bellunesi

ha attivato iniziative a livello locale di promozione e diffusione di EMAS e di creazione delle sinergie necessarie sia per l'adesione delle aziende allo schema del Regolamento sia per il miglioramento ambientale dell'Ambito Produttivo Omogeneo nel suo complesso.

Rilasciato a: Comunità del Parco Nazionale Dolomiti Bellunesi
Piazzale Zancanaro, 1 – 31032, Feltre (BL)

Roma, 27/06/2007

Validità: 26/06/2010

Il Presidente

The EMAS registration in the Townships of the Park

The territory of the National Park of the Dolomiti Bellunesi concerns 15 Townships of the Province of Belluno, 5 of these have accepted the challenge of joining the AGEMAS project and starting the procedure of EMAS certification of their territory. The townships concerned are Belluno, Feltre, La Valle Agordina, Pedavena and Ponte nelle Alpi for a total of almost 70.000 inhabitants, representing about a third of the total population of the Province of Belluno.
The interest of these Administrations, besides representing an evident signal of availability to methodologies of voluntary participation in certifying processes, has warranted the participation in the project of five situations representative of quite different peculiarities. One actually passes from situations like those of the main town of the Province and of the second in terms of inhabitants, to completely different situations like those represented by Pedavena and La Valle Agordina, with a marked environment importance, or by Ponte nelle Alpi where service, craftsman and small industry activities are strongly being developed.
The effort sustained by all the township Administrations, but especially by the smaller ones, has certainly been important. In parallel to the gathering and defining of the significant environment features, each Authority had, in fact, to reassess its organization, assess possible critical elements, and establish the methods and timing of improvement.
These were certainly not easy stages, as already said, especially for the smaller Townships, in which greater was the commitment of the staffs involved.
But the result achieved has laid the bases for a new way of looking at things, and also of coping with problems that assail public Administrations every day.
The features the Administrations coped with have also brought to differentiated environment programmes aimed at improving the quality of the atmosphere, at controlling air emissions, promoting energy conservation and using renewable sources, and managing waste, only to mention the most important ones.

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The new "Carta Qualità" system

A necessary review

Within the LIFE AgEmas project, we also carried out a review of the rules and regulations of "Carta Qualità" (Quality Charter), used for granting the Park logo to agricultural food and craftsman products, to tourist, catering and commercial services.
At five years since the first version, it has been necessary to reformulate the rules and regulations, at the light of the experience of this period, which has been used to create a "strong" group of businesses (going from the 4 in 2002 to the over 190 of today), who in the Park see an opportunity for a sustainable development of the area.
The "old" system of granting brands did not allow to differentiate, in a sufficiently clear way, the greater commitment of certain firms in reducing the impact on the environment and in promoting the activities of the Park.
Besides, we had not provided for the granting of the logo to those firms which, though not belonging to this territorial context, were asking to collaborate with the Park.
For these reasons, the new Carta Qualità system is now articulated on three levels, called: "golden Bluebell", "silver Bluebell" and "Friends of the Park".
Today, the Quality Charter is a fundamental instrument by economic entities of the region, to actively participate, where possible, in the process of continuous improvement of the environment, in compliance with EMAS standards.

sapori d'oro del Parco Nazionale Dolomiti Bellunesi

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· *Golden bluebell*

This first segment includes the products and services, made or provided in the area of the 15 townships of the Park, which can boast a third-party environment certification (organic agriculture, Ecolabel, ISO 14000, Emas). These products and services are identified by the caption "flavours of the Park" (with the adding of "Bio" in case of agricultural and food productions), together with a golden bluebell. This "segment" is the extension of the Agemas project, which envisages the certification of local Authorities to private firms, the latter being asked to start a certifying procedure. In this way the firms with time improve the quality of the products or services offered, and, thanks to certification, achieve visibility and credibility towards consumers, both tourists or residents. The golden bluebell may be achieved by agricultural food and craftsman products and by tourist services.

· *Silver bluebell*

It is granted to products and services, obtained or provided in the 15 Townships of the Park, who respect the rules and regulations of the Park, through which precise requisites of environment protection and product/service quality are defined. The respect of the rules and regulations is ensured by staff of the Park Authority through inspections. This segment (corresponding to the "old" Carta Qualità) is a sort of incubating room for the agricultural and food firms, craftsman firms and tourist services firms which may, with time, pass on to a more evolved system by means of a third-party certification. The firms of this segment are identified by the caption "flavours of the Park", together with a silver bluebell. This second segment may be achieved, besides agricultural and food products, craftsman products and tourist services, also by restaurants and commercial activities.

· *Friends of the Park*

To this third category belong those firms providing services (shops, restaurants, travel agencies), which are not necessarily located in the 15 townships of the Park, but who collaborate with the Authority in achieving the institutional aims of preservation of non-renewable natural resources, and of sustainable socio-economic development.
These firms are "ambassadors" of the Park by large urban centres in Italy and abroad, or sponsor single projects, events or initiatives of the Park. Within this field experiences are promoted of great environment and social compatibility and of sharing the Park's institutional "mission". The firms of this third segment are identified by the caption "Friends of the Park", together with a violet bluebell.
Among the "Friends of the Park" are also events (fairs, village fairs, sporting events), activities of environment education and cultural events. For all these events the rules and regulations are used for granting the Park's sponsorship.
The new protocols of "Carta Qualità" are all available and may be downloaded from the Internet site of the Park at the address **www.dolomitipark.it**

EV

Going beyond

The guide-lines

Experimenting on the field the integrated application of a system of environment management and Agenda 21 in the area comprising the territory of the 15 Townships of the Dolomiti Bellunesi National Park has brought to the definition of a specific document called "Guide-lines for realizing systems of environment management in territories of rural and naturalistic importance". The guide-lines have the aim of providing an operative support to subjects who intend to activate EMAS certification procedures in homogeneous territories in areas characterized by significant rural and naturalistic values.
The specificities of the document's contents, meant mainly for protected Areas, are represented by the application of a system of environment management, by the importance given to the management of indirect environment features, and by the possibility of effecting environment policies keeping in mind both EMAS principles and participation systems guaranteed by Agenda 21.
With a certain degree of ambition the document wants, moreover, to give a contribution to the upgrading procedure of the EMAS Regulation, by suggesting managing methods in particular fields such as those of protected natural Areas. The guide-lines, available for those who might be interested, in the premises of the Dolomiti Bellunesi National Park Authority, appear as a straightforward document, where each chapter finds a specific reference to the Regulation CE 761/01, with exemplary boxes, some graphics and practical instructions intended for potential implementers.

Conclusions

What ripened during the three years of development of the LIFE Agemas project, has merged in a conclusive text carrying the name of the project itself "AGEMAS integration of Agenda 21 and EMAS in a wide area of relevant ecological value".
The text has been strongly wanted by the project partners, but also and especially by the Offices of the European Commission who have constantly followed the evolving of the work.
A delicate research of interlocutors has allowed to host in the pages of the publication the contributions of authoritative representatives of European and national organisms, dealing with environment certifying, but also of technicians daily committed to promoting and implementing quality system development procedures. Josè Jorge Diaz del Castillo and Gianni Sivestrini respectively Environment Director - General of the European Commission and Vice president of the National Committee Ecolabel Ecoaudit introduce the work by pinpointing the role that EMAS plays at European and Italian levels.
Nino Martino, Director of the Dolomiti Bellunesi National Park, Enrico Cancilla, of the Agency for development of the Emilia Romagna Region, Fabio Renzi, Secretary general of Symbola and Valter Bonan Coordinator of the Agemas project, each with a specific contribution, deal with the role of participation and sharing in decisional procedures.
The second part of the volume is dedicated specifically to the AGEMAS project; the technicians of Ambiente Italia who have attended to implementing the documents of the project, illustrate their respective fields of intervention and the elements of greater significance.
In conclusion, the case of Carta Qualità of the Dolomiti Bellunesi National Park is illustrated as an example of "good practice" and, enclosed, the Environment Policy and the Management Programme are summarized as representing two fundamental documents elaborated in the course of the evolving of the Agemas project.

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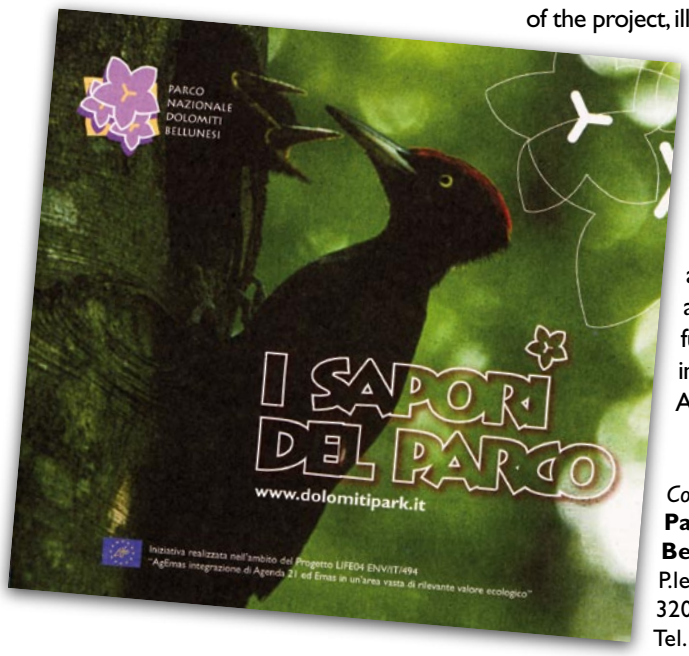

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