



EU Strategy  
for the Adriatic  
and Ionian Region  
**EUSAIR**

## **RIMINI: THE BLUE AND THE GREEN.**

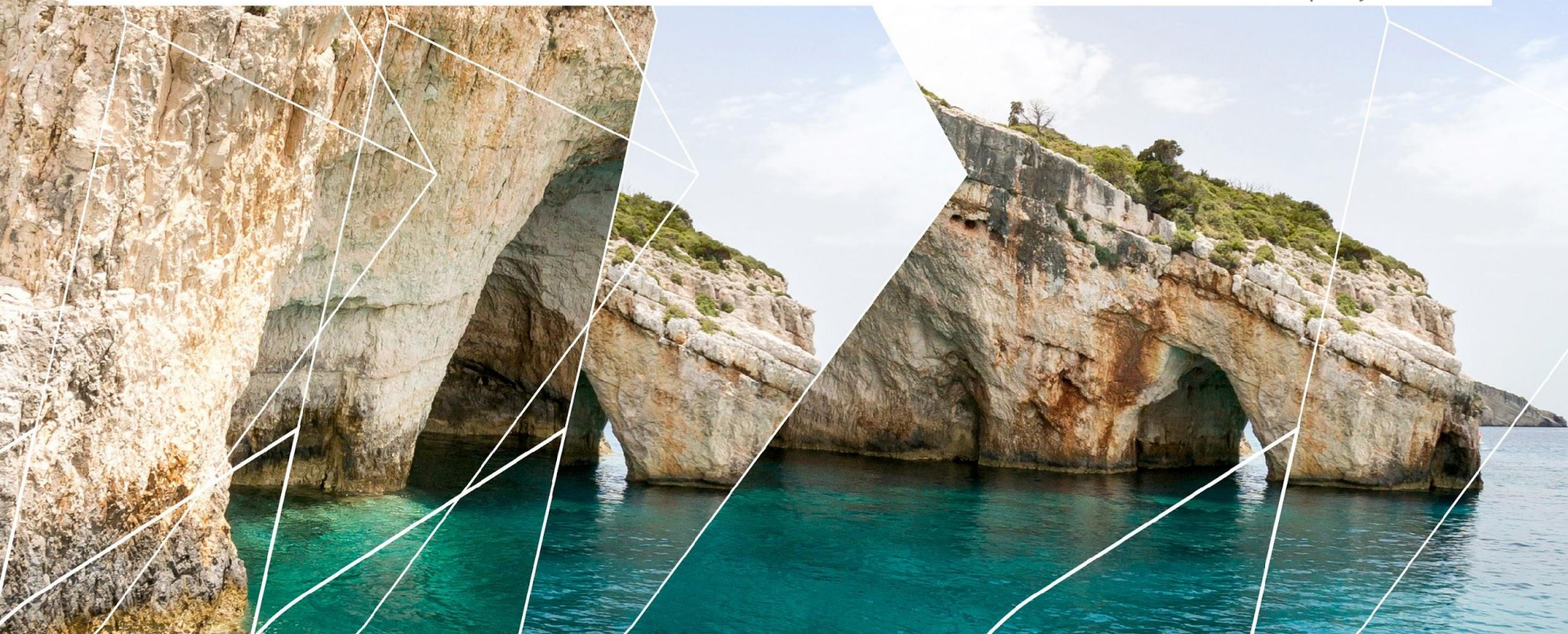
### **CITY OF THE SEA FOR THE BLUE&GREEN ECONOMY**

Urban Transformative Agenda for Sustainable Development – ATUSS

OP5 PR ERDF 2021-27

7 July 2023 - Rimini

Alessandra Pesaresi  
Municipality of Rimini





Policy **Objective 5 'Europe Closer to the Citizens' (OP5)** calls for the implementation of **integrated territorial strategies for the development of urban areas.**

Within the Emilia-Romagna **ERDF Regional Programme 2021-2027:**

- 10 urban areas (provincial capital cities)
- 4 intermediate urban areas (Unions of Urban Municipalities)

have adopted integrated territorial strategies (ATUSS).

ATUSS strategies provide:

1. integration of ERDF, ESF and other funds (**multi-fund approach**)
2. Flexible combination of different fund priorities (**multi-objective approach**)
3. Promotion of **multi-level governance** and involvement of local communities





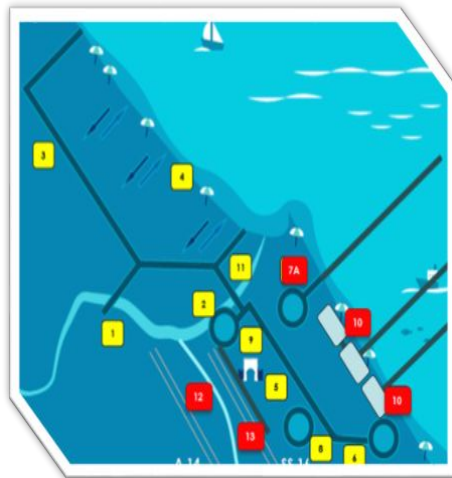
## ***Towards 2030...***

Rimini's ATUSS strategy takes to 2030 the vision of a **city of the sea** that continues to invest in **green and blue** urban regeneration and resilience and that now focuses on re-evaluating its blue soul, the sea, as the real '**engine**' of a new **economic, social and environmental attractiveness**.



Rimini's strategy has been defined through a **strategic planning process**, based on a vision encompassing **three aspects** as key factors for **all-year-round tourism**:

***Environment  
(water and sewer  
restoration project)***



***The Safe Bathing Master Plan  
(SBP)***

***Waterfront  
development  
(urban sea park)***



***Sea Park***

***Enhancement of cultural  
heritage (the city of  
culture)***



***Sismondo Castle and Fellini  
Museum***



The city of Rimini  
is applying to **bid**  
for the title of  
**Italian Capital of  
Culture** for the  
year **2026**.



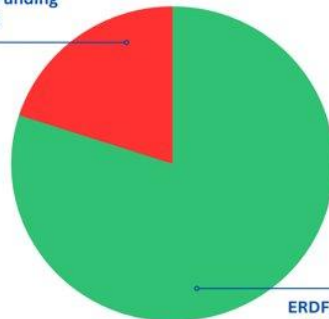


# RIMINI ATUSS STRATEGY PROJECTS

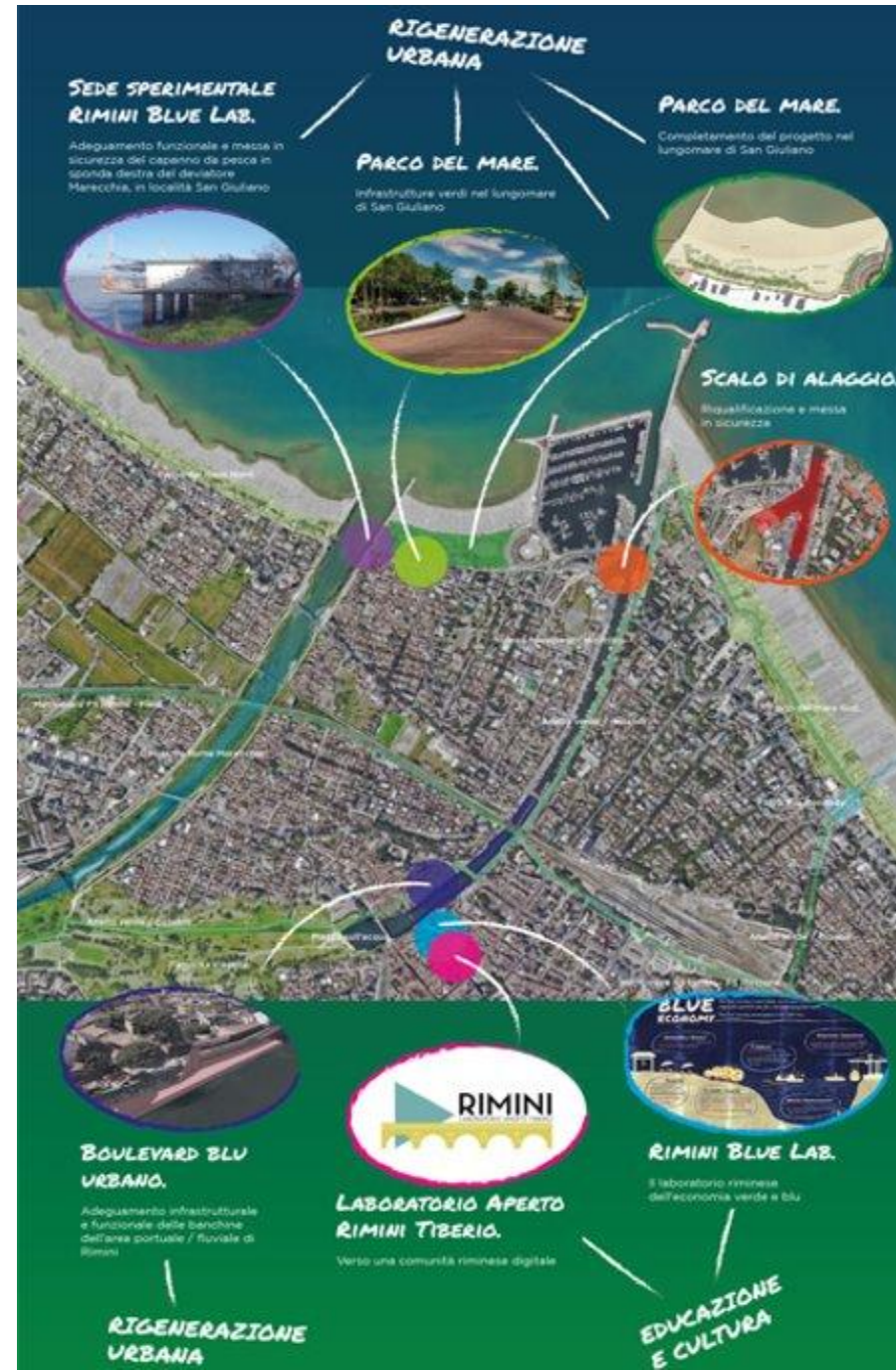
- 5 PROJECTS OF URBAN REGENERATION
- 2 PROJECTS OF INTANGIBLE ACTIONS

TOTAL ECONOMIC RESOURCES FOR  
THE ATUSS STRATEGY  
€ 10.500.000,00

Municipality of Rimini Funding  
€ 2.100.000,00



ERDF/ESF Fundings  
€ 8.400.000,00

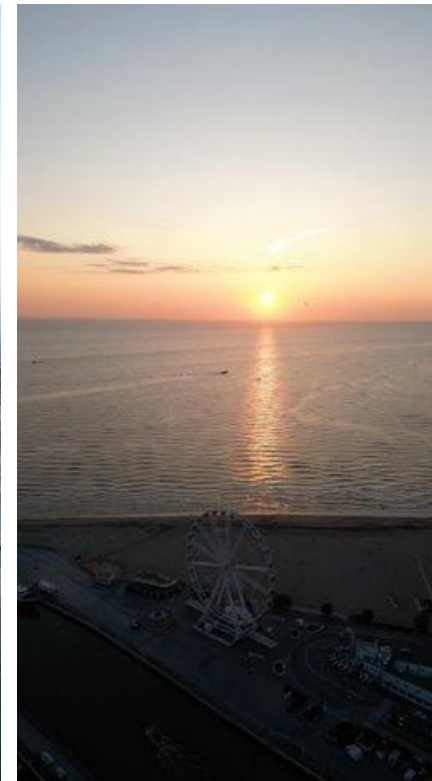




## THE RIMINI BLUE LAB

A social innovation and territorial direction laboratory on the theme of the green and blue economy, in order to:

- strengthen the culture of **the sea towards new values, behaviours, responsibilities and professions.**
- adopt **the sea as a perspective** to look at the city which also includes coast to inland relationship
- capitalise on **networking** and **internationalisation**
- work on **Education:** Ocean literacy





## RIMINI'S MAP OF INTERACTIONS







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**Thank you for your attention!**